

LIFE

THE KENTUCKY DERBY SPECTACLE
SPRING BIRDS—BY EISENSTAEDT

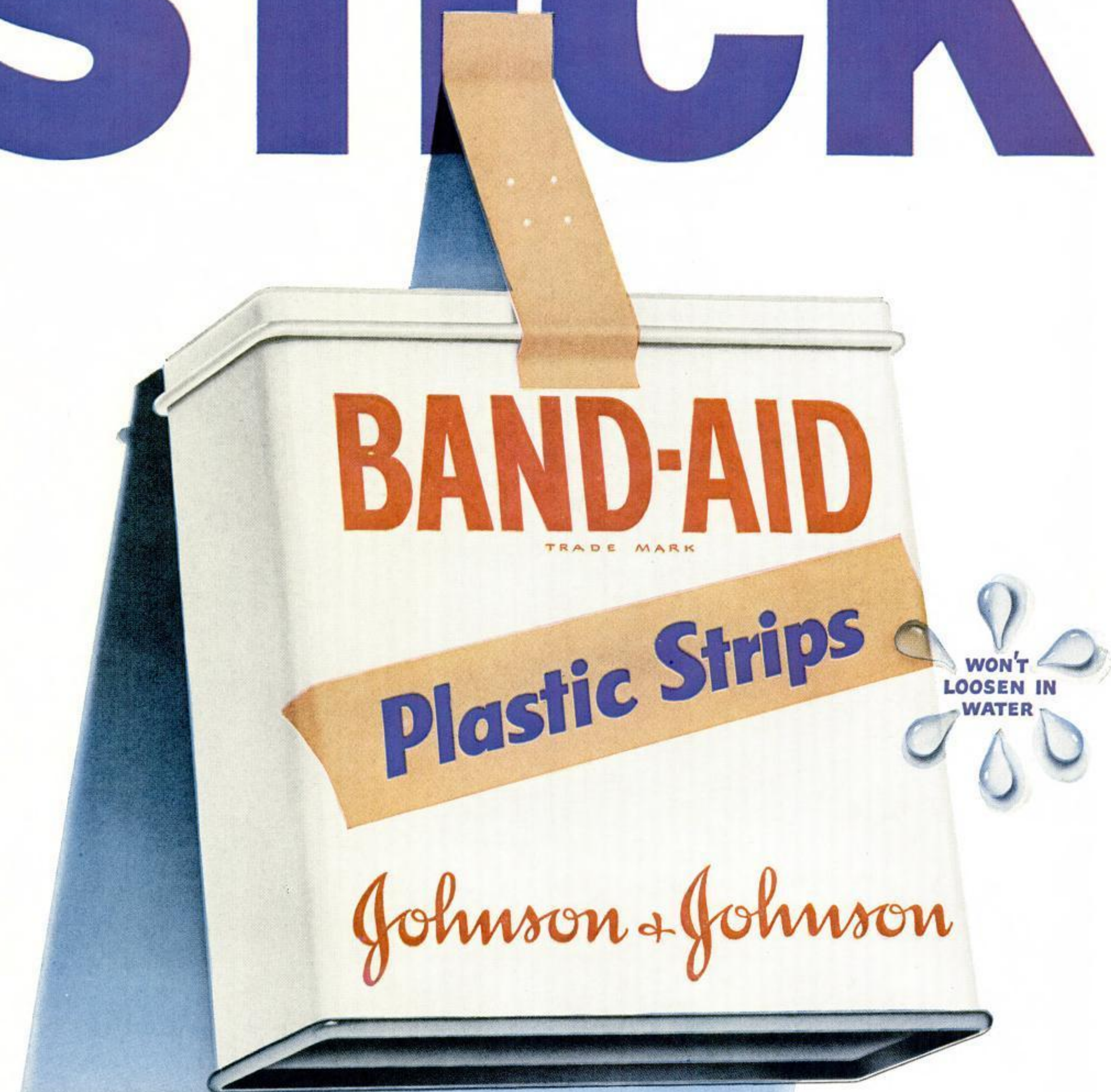


THE U.S. TAKES UP
STYLE OF THE EAST

20 CENTS

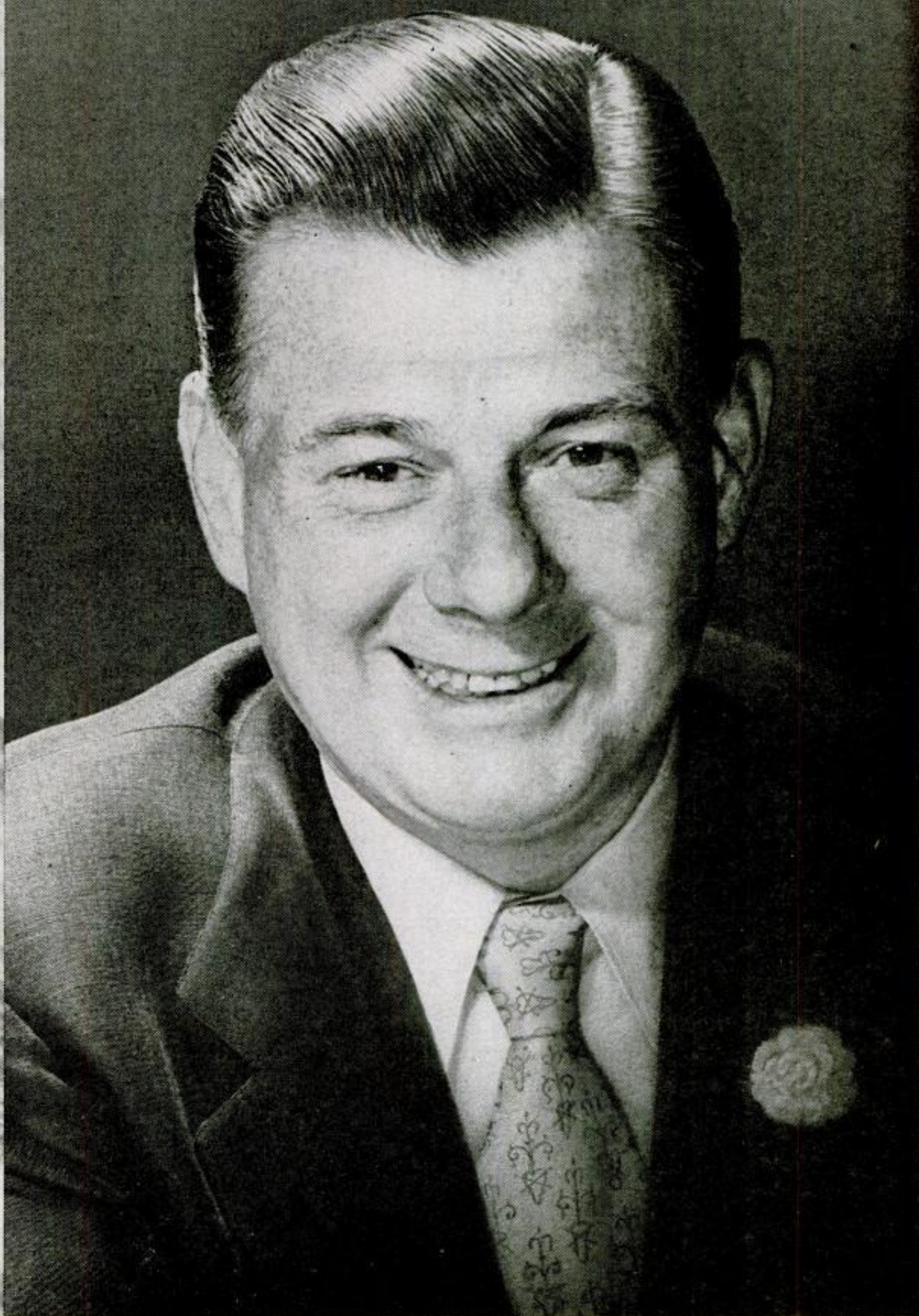
MAY 16, 1955

SUPER- PATENTED STICK



Now with **SUPER-STICK**. They stick better, protect better. Won't loosen in water.

Arthur Godfrey took a swim... ..then he used Vitalis



Don't miss the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:00 P.M., E.D.S.T.

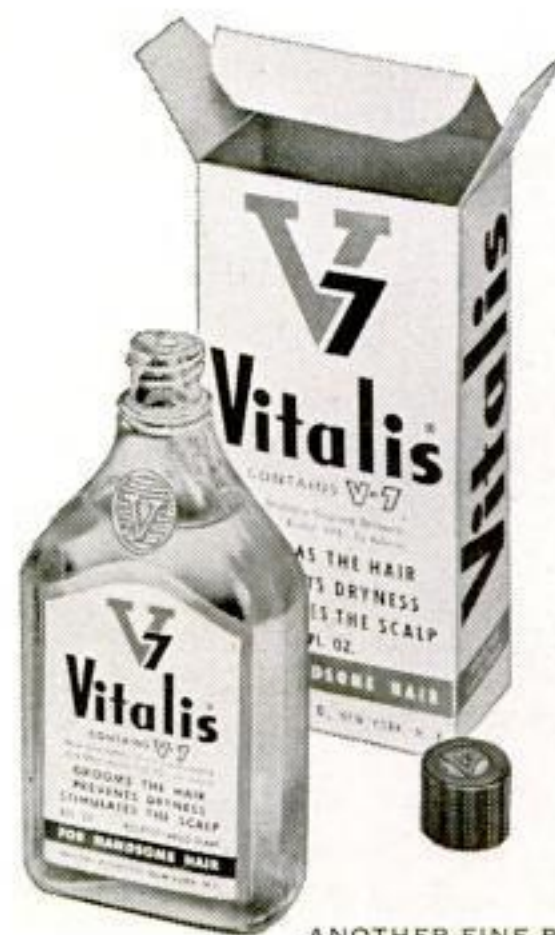
New greaseless way to keep your hair neat all day

"If it works on my mop, it will work for anybody," says Mr. G. about new Vitalis Hair Tonic with V-7. "Try it whenever your hair gets dried-out and stubborn from swimming, sunning or showering."

New Vitalis prevents dryness, makes hair easy to manage with V-7, the greaseless grooming discovery. You can use it as often as you like—even every day—yet never have an over-slick, plastered-down look.

Give your hair the happiest time ever... get new Vitalis with V-7.

New VITALIS® Hair Tonic with V-7®



ANOTHER FINE PRODUCT OF BRISTOL-MYERS

NEW VITALIS



MESSY OILS



**"TISSUE TEST" proves greaseless
Vitalis outdates messy oils**

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

Sleeper in the Derby

LIFE Photographer John Dominis anticipated Kentucky Derby result when he photographed Swaps with roommate Tenney (see pp. 37-43).



SWAPS AND TRAINER

East brightens the West

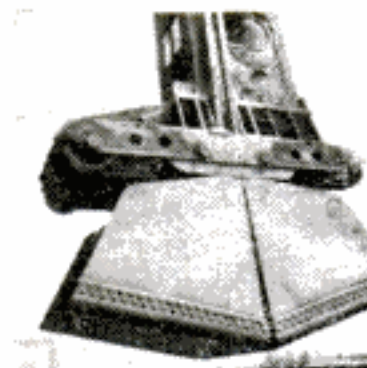
The rich color, beauty and style of the Orient is being brought intact to fashion-wise U.S. women in an impressively business-like way.



HAPPI COATS, U.S.A.

Success story in steel

As Ben Fairless steps down at U.S. Steel, **LIFE** shows the great technical improvements in the industry that he has seen in his years as a steel man.



GIANT ORE CRANE

Voyage to Arcturus IV

An M.I.T. professor stimulates students into unfettered, inventive thinking by creating problem planet peopled by birdlike beings.



UNEARTHLY FARMERS

'Damn Yankees' dissected

How a complex family of professionals, after hectic and innumerable trial-and-error preliminaries, finally brings a hit musical to Broadway.



BROADWAY BATTER

The birds in springtime

LIFE's Alfred Eisenstaedt traveled 8,900 miles over the U.S. to photograph the colorful courtship and the later family life of birds.



BABY SPRING CRANE

37

COVER

U.S. beach-goers wear happi coats, mark of laborers in Japan but a new fashion here (see "East Brightens West," pp. 71-76)

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- 17—LT. MARGARET BOURKE-WHITE; RT. NO CREDIT—88TH INFANTRY DIVISION, U.S. ARMY—MAINICHI SHIMBUN—CAPTAIN PAK
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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; B.S., BLACK STAR; F.P.G., FREE LANCE PHOTOGRAPHERS GUILD; INT., INTERNATIONAL.



It's somebody's birthday today

Send your best wishes by Long Distance

There's no more thoughtful way to send your birthday greetings than by telephone.

Along with the words you say, Long Distance carries the warmth of your voice. It's almost like an actual visit. Personal. And satisfying. Yet it costs so little.

Suggestion: mark your calendar in advance right now so you will remember those birthday Long Distance calls you should make.

Long Distance Rates Are Low

Here are some examples:

Cleveland to Pittsburgh	45¢
Boston to Philadelphia	70¢
Dallas to New Orleans	95¢
New York to Atlanta	\$1.20
Milwaukee to Los Angeles	\$1.75

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.

Call by Number. It's Twice as Fast.

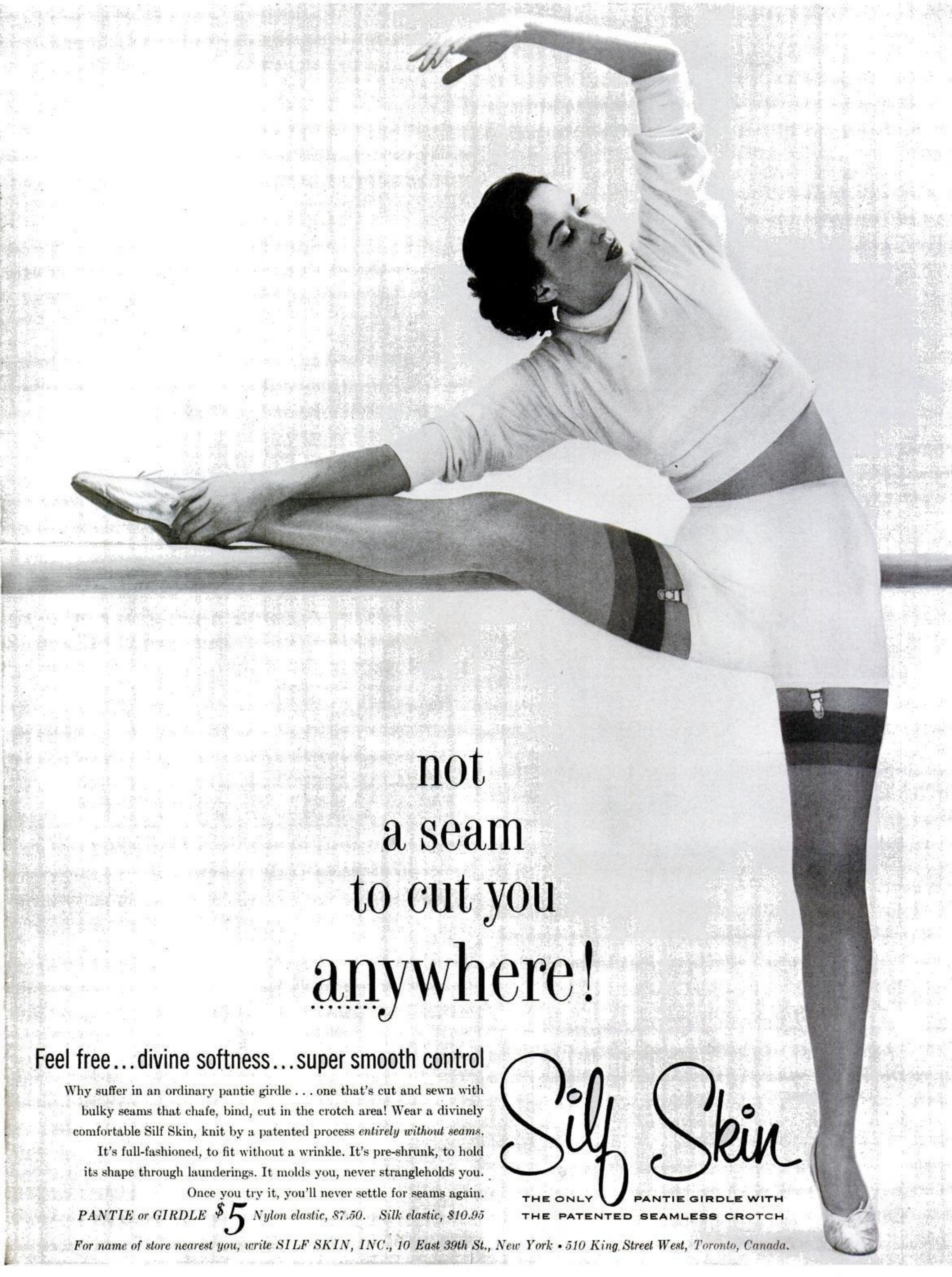
BELL TELEPHONE SYSTEM



This One



DWZ8-33S-9H07 Copyrighted material



not
a seam
to cut you
anywhere!

Feel free...divine softness...super smooth control

Why suffer in an ordinary pantie girdle...one that's cut and sewn with bulky seams that chafe, bind, cut in the crotch area! Wear a divinely comfortable Silf Skin, knit by a patented process *entirely without seams*.

It's full-fashioned, to fit without a wrinkle. It's pre-shrunk, to hold its shape through launderings. It molds you, never strangleholds you.

Once you try it, you'll never settle for seams again.

PANTIE or GIRDLE \$5 Nylon elastic, \$7.50. Silk elastic, \$10.95

For name of store nearest you, write SILF SKIN, INC., 10 East 39th St., New York • 510 King Street West, Toronto, Canada.

Silf Skin

THE ONLY PANTIE GIRDLE WITH
THE PATENTED SEAMLESS CROTCH

Hottest Buick in History

No wonder you see so many '55 Buicks on the highways — they're rolling up bigger sales than ever before in history — topping the popularity that has already made Buick one of the "Big Three" of America's best sellers. Come try one — and price it — and you'll see why Buick sales are soaring.

*When better automobiles are built
Buick will build them*

The 4-Door Riviera

It's what America wanted —and it's going great guns

YOU see pictured here an automobile long awaited and long expected by the nation's car buyers.

It is a Riviera — the "hardtop" that Buick pioneered for the entire industry six years ago.

But it is a Riviera with separate doors for the rear-seat passengers — and that's the

combination now taking the country by storm.

It's easy to see why.

Folks wanted the sleek and racy "convertible look" styling of the hardtop—but they wanted it with the room, comfort and convenience of a true 4-door sedan. *And here they have it all...*

The full and open airiness of the Riviera...

A completely unobstructed view to both sides, with no center doorposts above the window line...

The extra-generous legroom, headroom and hiproom of a full-sized Buick Sedan...

Front doors *and* rear doors — and all four of them hinged at their front edges for greater safety, and to assure easy entrance and exit.

But not by a long shot is that all. This new kind of automobile is coming

off the production line in the two lowest-priced Buick Series—the budget-tagged SPECIAL and the supremely-powered CENTURY.

So you get the last word in automobiles with the sizzling might of a V8 engine of 188-hp or 236-hp. You get it with the spectacular performance and better gas mileage of the new Variable Pitch Dynaflow.* *And you get it with the easy-to-take prices that have helped sweep Buick into the top circle of America's best sellers.*

Why not take a firsthand look at the newest idea in new cars? With demand for the 4-Door Riviera pushing production capacity to the limit, the sooner you see it—and place *your* order—the sooner you can have one for your very own.

*Dynaflow Drive is standard on Roadmaster, optional at extra cost on other Series.

MILTON BERLE STARS FOR BUICK—See the Buick-Berle Show
Alternate Tuesday Evenings

*Thrill of the year
is Buick*

See Your Buick Dealer




BULOVA PARK, N.Y.—Home of American high precision—over 400,000 square feet—the most modern—most scientific precision facilities in the world.

From the world capital of fine watchmaking
Bulova sets a new standard of accuracy for the world!

Bulova "23"

PRECISION



ADJUSTED

TIMED TO SIX ADJUSTMENTS

Bulova "23"...twelve distinguished models from \$59⁵⁰ to \$175⁰⁰...watch illustrated \$95⁰⁰



Only a watch that is precision
adjusted can be accurate in
both hot and cold weather...



timed for unfailing
dependability in
different positions...



and at any degree
of mainspring
tension.



NOT THIS! No high-jewel
watch can give high-jewel
performance if it's unadjusted.



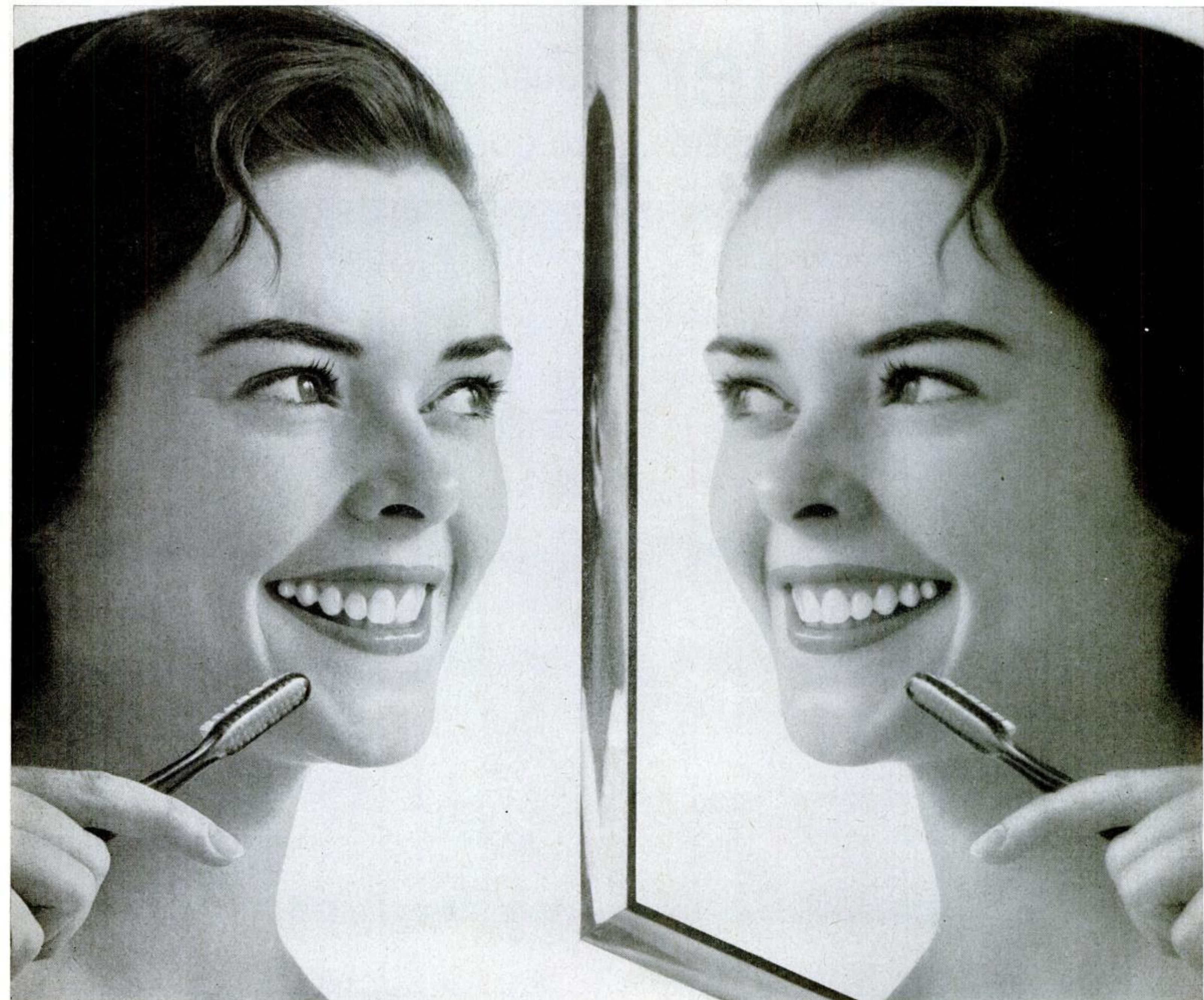
THIS! Be sure you see the words
"6 Adjustments"...your guarantee
of supreme time-keeping accuracy.

Bulova "23"

G R E A T E S T W A T C H E V E R M A D E

- 23 JEWELS ■ SELF-WINDING ■ CERTIFIED WATERPROOF*
- 6 PRECISION ADJUSTMENTS ■ UNBREAKABLE MAINSPRING
- ANTI-MAGNETIC ■ SHOCK-RESISTANT ■ MADE IN U. S. A.

*WHEN CASE, CRYSTAL, CROWN ARE INTACT.



Look in your mirror...see this promise come true!

For whiter teeth change to Pepsodent

...because of all leading toothpastes...

Nothing gets teeth as clean, as white as Pepsodent!

Only in Pepsodent do you find the world's *most effective* tooth-cleaning ingredient. It is "I.M.P."... Insoluble Meta-Phosphate... and it is found only in the Pepsodent-Irium formula because *Pepsodent uses the entire world's supply.*

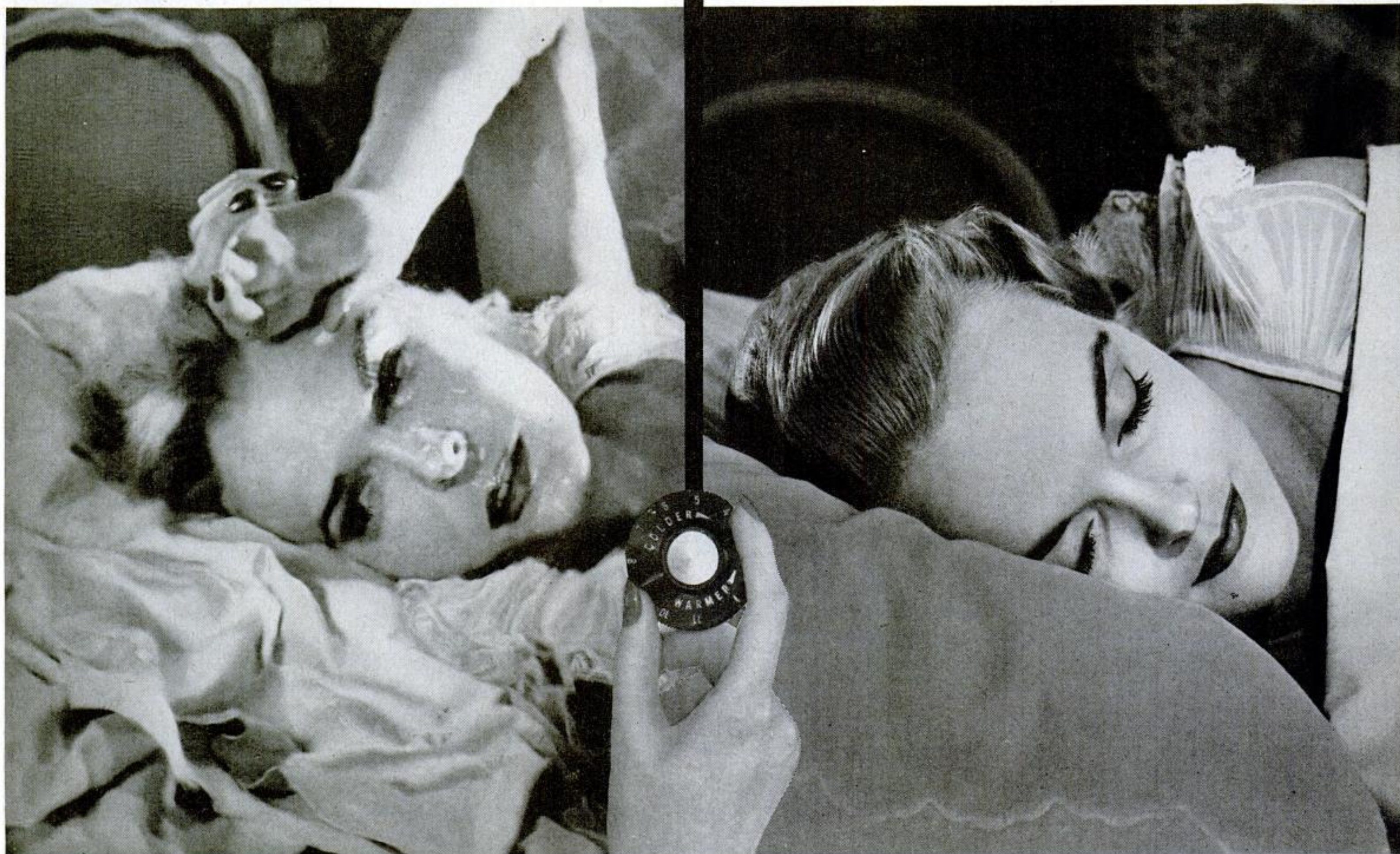
That's why nothing... no other leading toothpaste... gets teeth as clean, as white as Pepsodent. Lever Brothers unconditionally guarantees you will see Pepsodent's promise of cleaner, whiter teeth come true. If you don't agree, Lever Brothers will return your purchase price.

Remember, too, cleaner, whiter teeth mean less chance of tooth decay—and a sweeter breath with that clean mouth taste that lasts for hours. Why not change to Pepsodent today?



HAVE YOU TRIED PEPSODENT CHLOROPHYLL?
Stops mouth odors instantly. Keeps your breath fresh for hours—yet won't stain!

Why Swelter? JUST A TWIST OF THE WRIST CHANGES HOT MISERY . . . TO COOL COMFORT!



Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

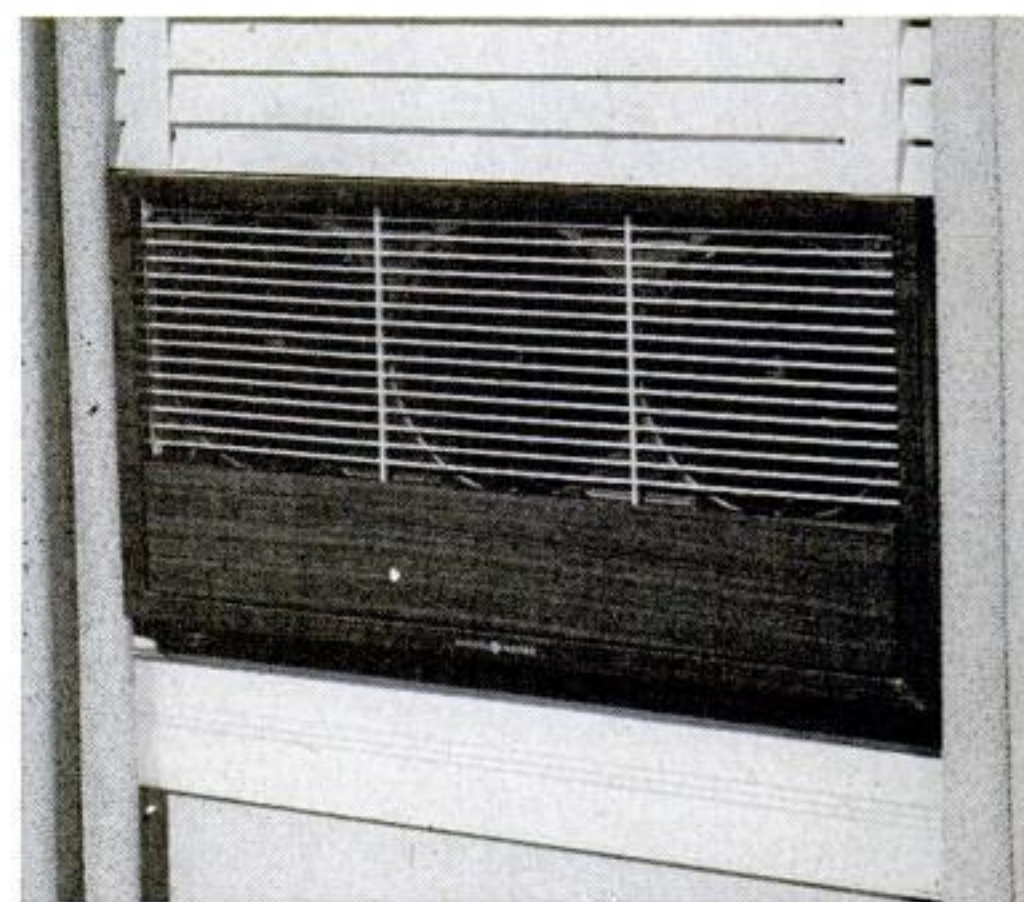
Why not call your G-E dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting, or *any* position between.
- **Fully automatic controls**—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER

So quiet! So very dependable!

GENERAL  ELECTRIC



Uses less current! New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* air conditioner!



*Lovely things happen
to you in a*

Catalina




Snug Harbor
\$14.95

*These
enhance
a
small
bosom*



Gingerbread Man
\$12.95



Bandolier
\$17.95



Continental
\$25.00



Dots and Dashes
\$15.95



Peg O' My Heart
\$19.95

*These
slim
the
upper
leg*



Sun Sticks
\$10.95



Encore
\$19.95



Water Witch
\$15.95

*These
flatter
a
long
torso*

*It's hats off to the charms of a girl who wears
a Catalina swimsuit!*

*Catalina styles are not only high fashion, they show off
your particular figure. That's because of Catalina's
priceless way of making swimsuits flatter different figure types.*

*The Catalina Glamour Guide above shows
which swimsuits will do most for you. Why not take
this chart with you when you shop?*

For name of nearest store, write: Catalina, Inc.,
443 S. San Pedro St., Los Angeles 13, California.

Shown: First Mate. Batiste Lastex
with white middy trim. \$12.95.

© Catalina, Inc.,
a division of
Julius
KAYSER
& Company
hosiery • lingerie • gloves
Tan with TARTAN



IN PROUD COMMEMORATION...



A DISTINGUISHED PRODUCT
FROM THE HOUSE OF SEAGRAM

IN proud commemoration of its introduction to the American public in 1937, we have designed a new label for Seagram's Golden Gin . . . more attractive, we think, and easier to see on your retailer's shelf. Seagram's Gin, of course, has not changed. The natural, golden color . . . piquant dryness and satin smoothness which derive from its unique and

original mellowing method — prove, indeed, that TIME WORKS WONDERS. As a matter of fact, since its debut 18 years ago, Seagram's Golden Gin has become the fastest-growing gin in America . . . the inevitable reward of a product distilled under the highest standards of quality control. You will marvel at the difference it makes in your gin drinks.

The Golden Touch of Hospitality

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 90 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN

NEW

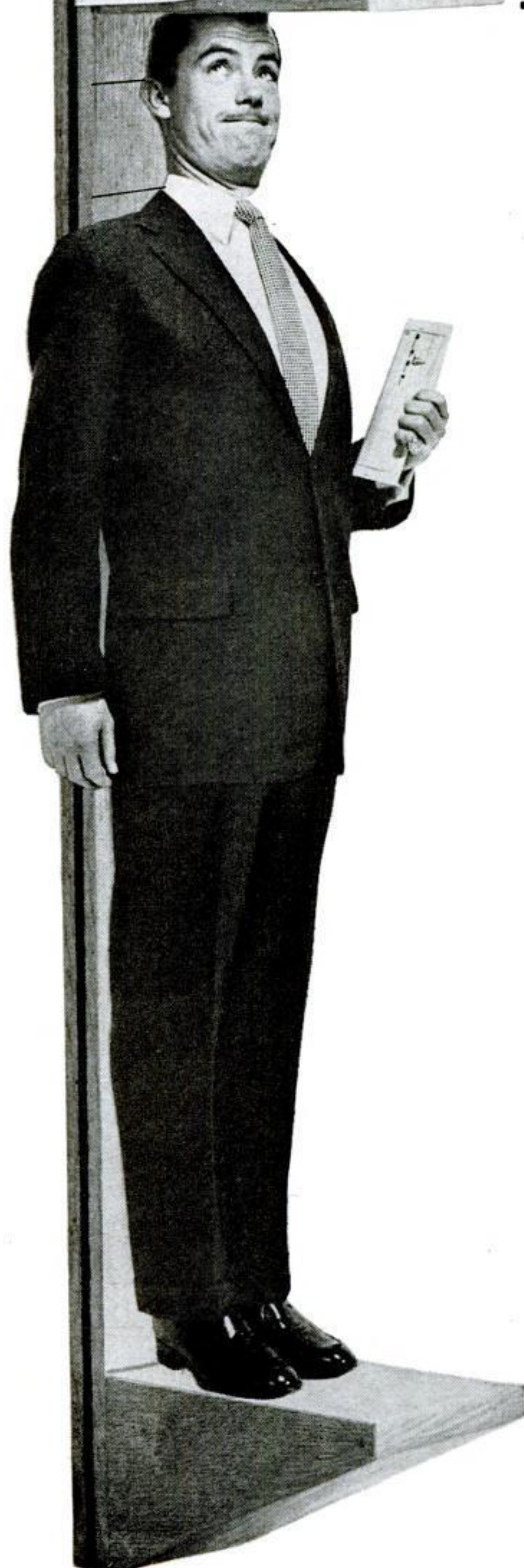
\$9000

\$8000

\$7000

\$6000

low-premium **MONEY** policy



... to fit the millions who need
at least **\$5,000** more life insurance
right now!

Here's an "economy-size" package—the new MONEY "Flexible" Policy! Available only in amounts of \$5,000 or more, it is offered at a surprisingly low premium. *The rate at age 30, for example, is only about 30¢ a day for \$5,000!* And annual dividends can be expected to reduce even this low cost.

The MONEY Flexible lives up to its name, too, with unusual conversion features. For example, at stated inter-

vals you can elect to pay premiums for a shorter period of time, or change the Flexible to an endowment policy. This can be done simply by increasing future premiums—without the usual lump-sum payment of back premiums!

And the Flexible quickly builds high cash values which you can use for any emergency. Don't wait another day to find out more about how the MONEY Flexible Policy fits you!



MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

Life Insurance—Accident and Sickness—Hospitalization—
Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONEY TODAY MEANS **MONEY** TOMORROW!

**FOR MORE INFORMATION ABOUT THIS NEW
MONEY POLICY, MAIL THIS COUPON TODAY!**

Mutual Of New York, Dept. L-55
Broadway at 55th Street, New York 19, N. Y.

Please rush me FREE information about the new MONEY FLEXIBLE Policy.

Name _____

Address _____

City _____ County _____ or Zone _____ State _____

Occupation _____ Date of Birth _____

Offices throughout the United States and in Canada.

TOPICAL TROPICAL BENGALINE, in the charred gray Trend model. Its two-button coat has a center vent and flap pockets. Its well-set trousers have reversed plaits. And the correct sum-total is a look of effortless ease.

MORE WINDOWS THAN THE EMPIRE STATE BUILDING!

14,600,000 tiny "windows" ventilate famous Dixie Weave Bengaline tropical suit

If you long for the cool open spaces when the town is hot as hades, walk (do not run) to your nearest Hart Schaffner & Marx dealer and ask for the famous air-conditioned suit with more open spaces (imperceptible, of course) than the world's tallest building. In each square inch of your Dixie Weave* Bengaline there are some 2,600 "ventilating pores." And even more breathing spaces are added where the yarns interlace!

Dixie Weave Bengaline is a handsome fabric. Wrinkles have little or no effect on its conservative, multi-ribbed warp and woof. And if, by chance, you *do* loll a few wrinkles into the cloth, they go away fast when your suit is on a hanger . . . a more than welcome feature, especially in warm weather.

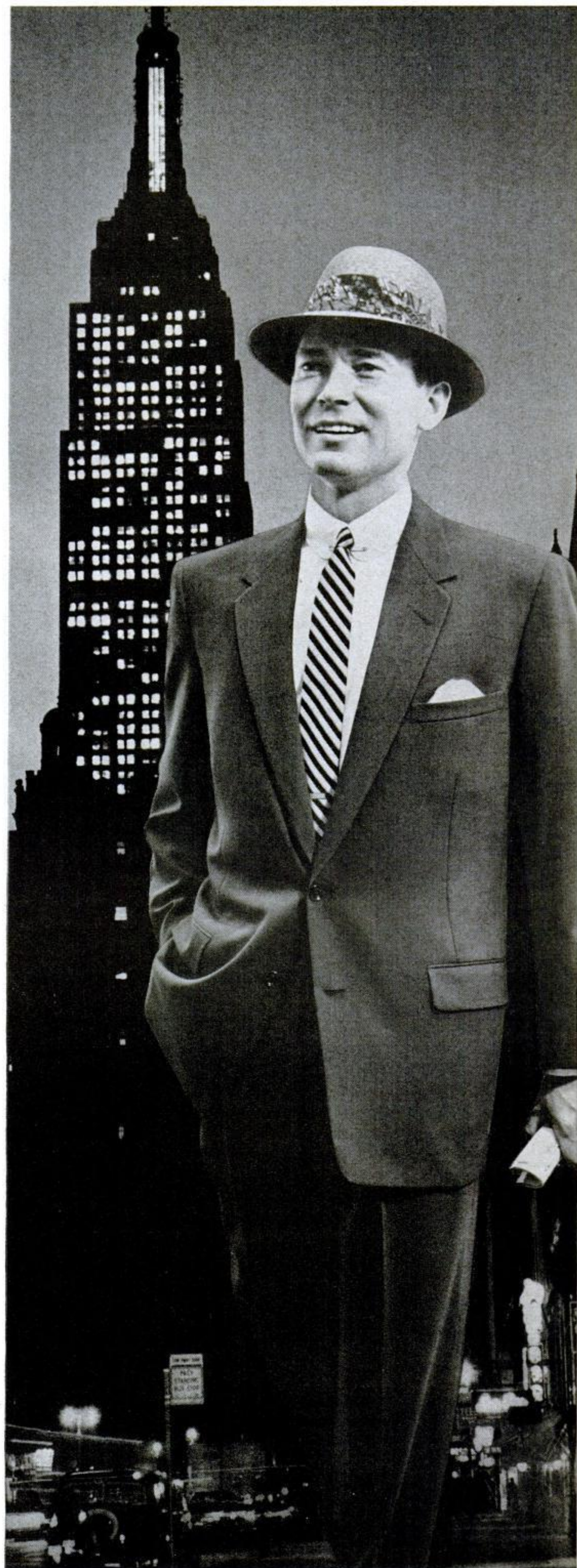
The styling and construction are strictly summertime . . . light in weight, casual in looks. Hart Schaffner & Marx are masters at producing clothes that keep a man trim and fresh when the thermometer acts up. But why wait till then? Get set for cool comfort now, *before* wilting weather overtakes you. Try on a Dixie Weave Bengaline . . . and you'll probably want more than just one.



TAKE AN ACTIVE INTEREST in this trim model (called the Trend) for active men. There's a naturalness about the styling that men take to naturally. The two-button, center-vent coat has patch pockets. The reversed-plait trousers have that tailored look that is typically Hart Schaffner & Marx. For cool, smart comfort, this is it, in summer gray.

*Reg. U. S. Pat. Off. HS&M, Chicago, Ill.

HART SCHAFFNER & MARX



Ah-h-h Spring!



Time to CHANGE OIL and OIL FILTER!

Buds are budding, leaves are leafing, spring is springing. Folks everywhere know the first robin is a sign that it's time to change oil and oil filter, too.

An AC Filter keeps oil free from harmful dirt, protects your car's engine from the damage dirt can do. In fact, an AC Filter takes out particles as small as 1/100,000 of an inch . . . *without removing the detergents from heavy-duty oils!*

So, change to clean oil now, and *keep* it clean with a new AC Oil Filter. Change your AC Filter every 5,000 miles. That's the best way to keep "spring" in your engine all year long — and for years longer!

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

RESCUE
your car
with ...



10 times the
filtering area

More than 90
sludge-trapping
pockets

Watch
BIG TOWN
NBC-TV

THE ONLY FACTORY-APPROVED FILTER FOR CADILLAC • BUICK • OLDSMOBILE • PONTIAC • CHEVROLET • GMC

Now dishwashing can be...ALMOST NICE!

Procter & Gamble announces
the greatest improvement

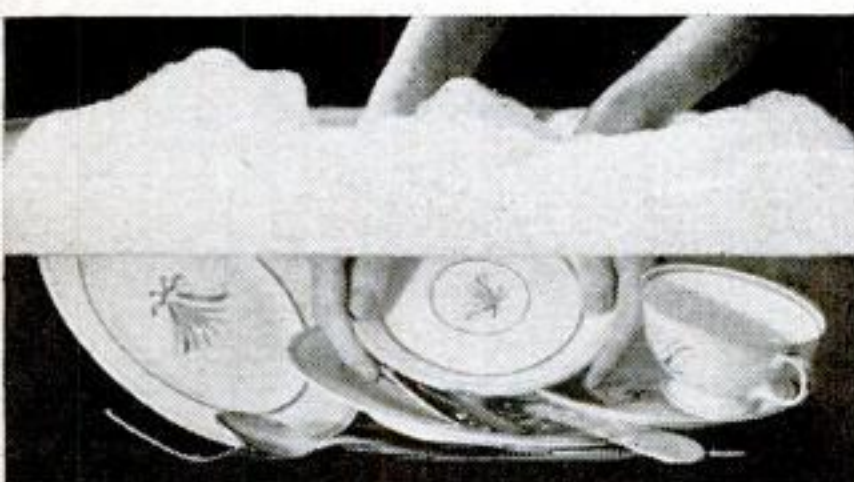


the New Instant Joy— in mildness...ever!

SOME OF THE NICE THINGS...



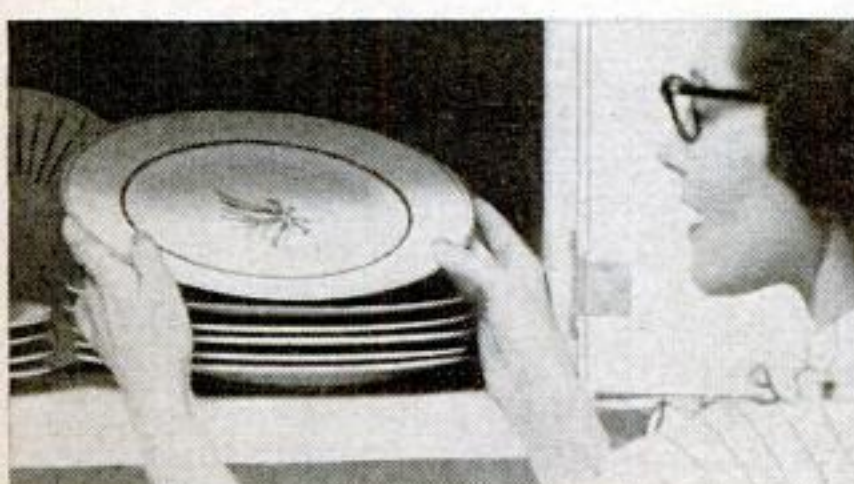
Joy smells nice. Open up the gay bottle and notice. No laundry-room odor.



Ends greasy dishwashing. This cutaway dishpan shows you how fresh and clear dishwater stays—with Joy.



No streaks or greasy film. Glasses and dishes dry sparkling clean right in the rack. No wiping necessary.



Gets the job done quick. New Joy gets you away from the kitchen and back with the family—fast.

The New Instant Joy—
the famous fast-acting dishwasher—
is now the mildest possible detergent
you can buy...liquid or powder

Dishwashing still isn't fun. But New Instant Joy makes it—well, almost nice.

With new Joy, you're away from the dishpan fast. Dishes feel cleaner. Your hands stay soft and nice (it's the *mildest* possible detergent you can buy—including all leading liquids and powders). And, oh yes, the dishwater—look how fresh and clear it stays. Joy puts an end to greasy dishwashing.

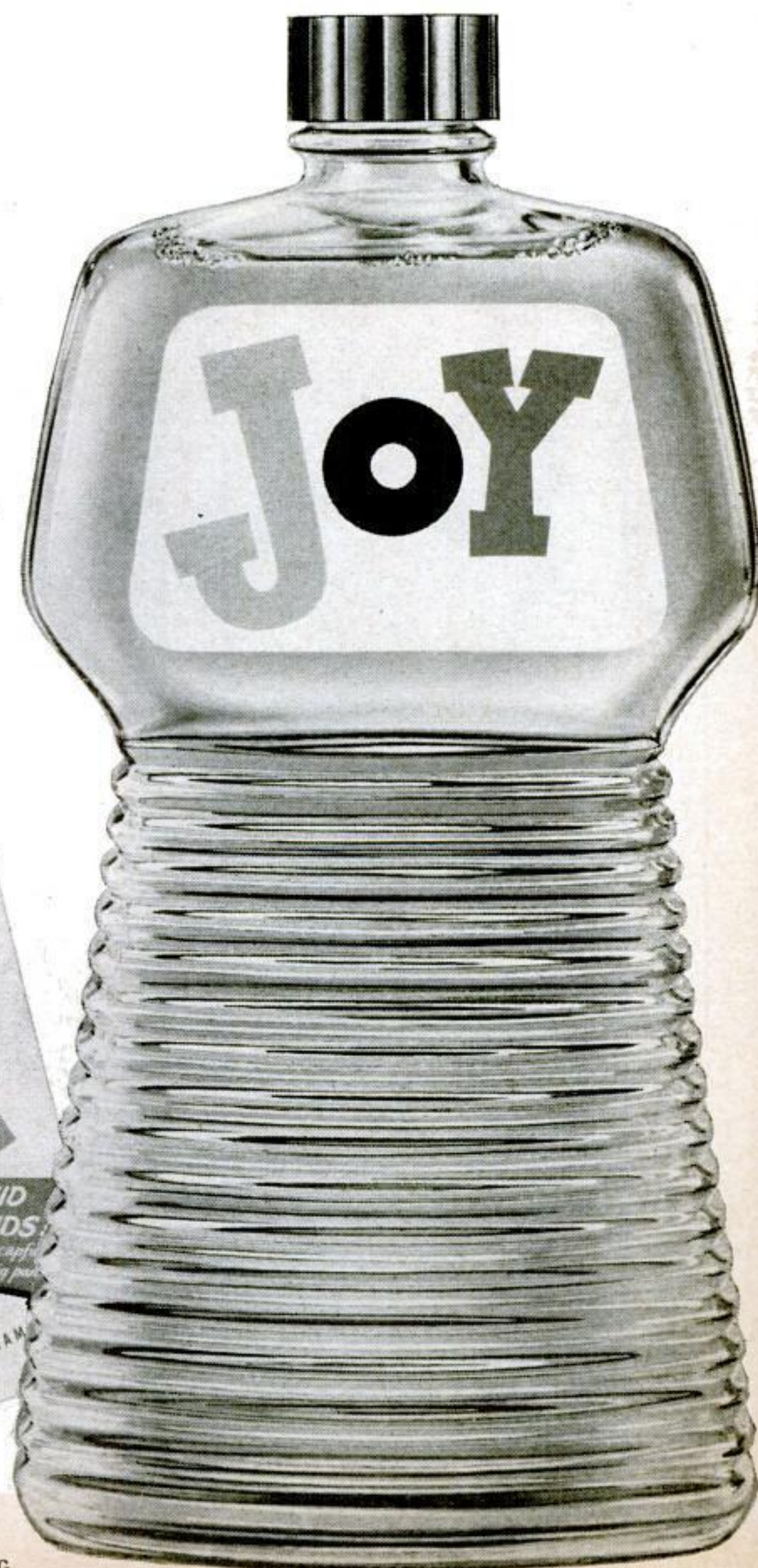
So think of your hands. Think of yourself. Get new Joy, made especially for dishes, and make dishwashing almost nice. Tonight.

You'll find the new Joy in the same familiar carton.



Because it's concentrated one tiny capful does a big panful.

Penny for penny, New Instant Joy does more dishes than any other product... liquid or powder.





STARTING OUT, Miss Bourke-White worked as architectural photographer.

Bourke-White's 25 Years

45 LANDS HAVE SEEN HER

Twenty-five years ago young Margaret Bourke-White started to work as the only staff photographer on the new magazine FORTUNE. There she became famous as one of the finest industrial photographers alive. Seven years later Miss Bourke-White was one of four photographers on the staff of the new magazine LIFE on whose staff she is today. In her 25 years at TIME Inc., Bourke-White has become a legendary figure in photography—not alone for the extraordinary quality of her pictures, but for the lengths she goes to in order to get them.

She has been eight miles in the air in a B-47 jet bomber and two miles in the earth in an African gold mine. She was the first woman to fly with the U.S. Air Force on a combat mission. She has been shot at in the air in Italy, sniped at in Korea and torpedoed off North Africa and, so far as she can calculate, has traveled a million miles in 45 countries for pictures.



IN 1931 IN NEW YORK SHE EDGED OUT ON A CHRYSLER BUILDING GARGOYLE FOR A SKYLINE SHOT



IN THE ARCTIC in 1937 she was forced down near the magnetic pole, went gathering wood to make tea.

← IN 1936 SHE SHOT COAL MINES FOR "FORTUNE"



IN RUSSIA for LIFE she pictured what was probably first Nazi plane downed in Russia. She was only foreign photographer in U.S.S.R. when Germans attacked.



IN ITALY in 1945 she spent months covering the bloody struggle through the hills. When the Pentagon lost her film she went back, did the whole story again.



IN TOKYO in 1952, covering May Day riots from platform on the roof of a car, she kept snapping photos even when frenzied Communists stoned the car and her.



IN KOREA in 1952 she covered the deadly guerrilla warfare between Communists and Korean National Police. Communist snipers took pot shots at her.

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that tastes better
than all the rest?

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de kuyper
(pronounced de-KIPE-er)
**creme
de menthe**

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it's carefully produced
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BRANDY
70 PROOF



and 19 other delicious cordials
and fruit-flavored brandies

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

BOURKE-WHITE CONTINUED



DANGLING FROM HELICOPTER, she swings in the air for pictures of Navy rescue. Later she had to be rescued herself when her helicopter crashed.



DRIFTING ON THE KENNEBEC, Bourke-White traveled with Father Daniel Linehan, Jesuit seismologist. This was for "Jesuits in America" story.



Imagine! a Milk that WHIPS!

This creamy looking Shortcake Topping is Whipped Carnation Milk. Whips easily, quickly--yet the large serving above costs less than 2 cents!

FREE! Mary Blake's latest booklet, "Favorite Recipes." New recipes for everything from delicious main dishes to party desserts. Write to Mary Blake, Carnation Co., Dept. LM-55, Los Angeles 36, Calif.



WHIPPED CARNATION TOPPING (Makes about 3½ cups topping)

Chill 1 cup undiluted Carnation in refrigerator tray until soft crystals form through milk (15-20 minutes). Whip until stiff (about 1 minute).

Add 2 tablespoons lemon juice. Whip very stiff. Beat in ¾ cup sugar and 1 teaspoon vanilla. Serve at once over shortcake, fruit, salads, pies, other desserts.

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*Choose from 22 trail-blazing
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Watch the admiring looks as you pass by! The strikingly beautiful '55 Plymouth is the star-spangled smash hit of the motoring year... the fastest-selling Plymouth ever built... the trail-blazing car that created the big swing to Plymouth!

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Plymouth Plaza two-door Suburban

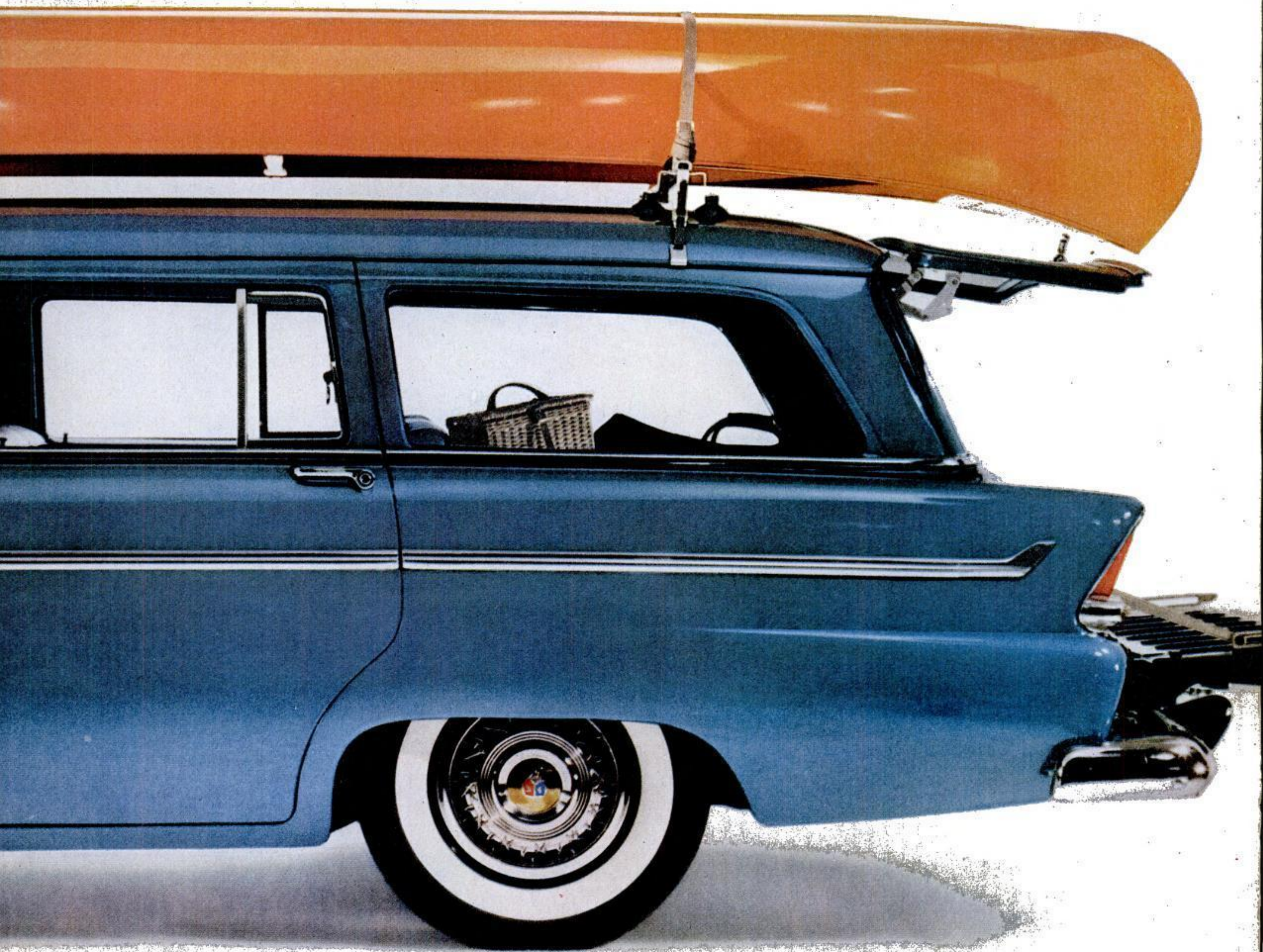


Plymouth Belvedere Convertible Coupe



Plymouth Belvedere two-door Club Sedan





Plymouth Belvedere four-door Suburban. Sports equipment courtesy of Abercrombie & Fitch

WITH PLYMOUTH

Flow 117 go into action! Enjoy the enduring thrill of smooth, effortless running with exclusive *Chrome-Sealed Action*. Pocket the benefits of wonderful economy! And for **MOST POWER**, choose the exciting new 167-hp Hy-Fire V-8, with highest standard horsepower in its field! 177-hp PowerPak available.

And study the host of *other new features below*. Then, this year of all years, *look at all 3*. See if you don't join the *big swing to Plymouth*.

POWERFLITE no-clutch drive . . . smoothest, finest fully automatic transmission. New PowerFlite Range Selector on the instrument panel . . . a new Plymouth exclusive.

FULL-TIME POWER STEERING . . . does 80% of the work for you and, unlike the "other 2," does it 100% of the time.

GLAMOROUS NEW FULL-VIEW WINDSHIELD, a true swept-back wrap-around for "new horizons" of safer driving and greatest visibility in the lowest-price field.

CONSTANT-ACTION ELECTRIC WINDSHIELD WIPERS. Don't slow down when you accelerate. Plymouth's alone in the field!

Plus *Easy-Glide Power Seats* . . . *Easy-Lift Power Windows* . . . *Airtemp Air Conditioning* . . . *Luxurious Modern Fabrics* in beautiful *Color-Tuned Interiors*!

BEST BUY NEW; BETTER TRADE-IN, TOO!

NEW! SMART! PLYMOUTH SUBURBANS!

Choose from 6 taut, eager jewel-brilliant beauties . . . each the *longest* of its type in the low-price 3! Each gives *most* floor space for cargo . . . enough for the longest vacation trips . . . the *widest* rear opening for easiest loading . . . flat-folding tailgate for still *more* carrying capacity! Choose 4-door or 2-door . . . PowerFlow "6" or Hy-Fire "V-8"! Choose a *third seat* if you like, to carry 8 passengers in luxury!

PowerFlite and all Power Driving Aids at low extra cost. Don't miss "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze on NBC-TV; "SHOWER OF STARS" and "CLIMAX!" on CBS-TV

Plymouth Belvedere Sport Coupe

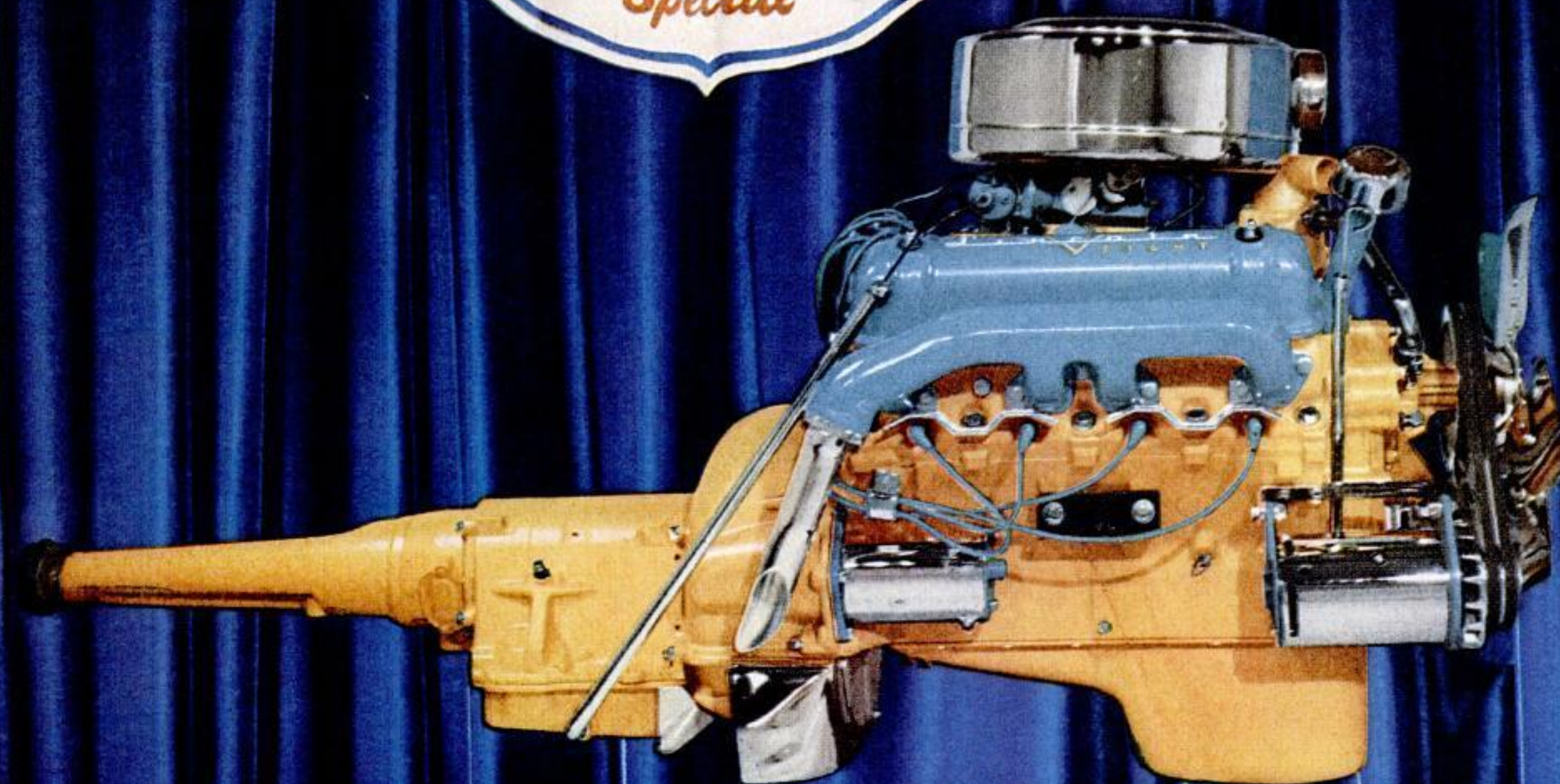


Plymouth Belvedere four-door Sedan



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for the
YOUNG IN HEART





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In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

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Polaroid SUN GLASSES

MANY NEW STYLES AND COLORS
79¢ 98¢ \$1.98 \$2.98 \$3.95

LETTERS TO THE EDITORS

U.S. SUBDUED BY DAVY

Sirs:

I enjoyed the article about the Davy Crockett trend ("U.S. Again Subdued by Davy," LIFE, April 25) and your remark that young Crocketts insist on wearing coonskins to bed. Here is my son Gary in his Davy Crockett cap, gun in hand ready to take on Indian or bear, even in his sleep.

BOB GUSTAFSON

Ferndale, Mich.



2-YEAR-OLD GARY ASLEEP

Sirs:

The end of Davy was taught to me as follows: After the Texans surrendered, General Santa Anna required that each man draw a bean from a jar containing black and white beans. A black bean meant immediate death by shooting. A white-bean holder was spared. Davy, having drawn a white bean, was spared. A few days later General Santa Anna, afraid that the survivors might escape, shot the white-bean holders. Legend has it that when the Mexicans threw the beans used in the drawing away, they regrew as black-eyed peas, for which every true Texan has reverence.

KARL WIDMAYER

Glendale, Calif.

● This is one of the many versions of Crockett's death at the Alamo.—ED.

Sirs:

There would be no shortage of coonskins today if Crockett were still around. As Davy took aim, there came the plea: "Don't shoot, Colonel, I'll come down; I know I'm a gone coon."

R. R. ROGGENSACK

Lancaster, Wis.

Sirs:

Here is a story about Davy: Someone asked him how he had become such a successful political campaigner. Davy said he campaigned with a bottle in one pocket and twist of tobacco in the other. "What was the tobacco for?" he was asked. "Well, when you ask a man to have a drink he generally has to spit out a quid. And I don't like to leave a man worse off than I found him."

ADAM G. ADAMS

Coral Gables, Fla.

Sirs:

The Davy Crockett coonskin cap was originated by the American Indian and it was not always coonskin, although the eastern tribes favored the coonskin for winter caps. Fox, groundhog, beaver and other furs were all used by the Indians. The St. Joseph Museum has two otter-skin caps that belonged to the Osage tribe of South Missouri. Enclosed is a picture of my

CONTINUED ON NEXT PAGE



Why Be Fat?

*Lose weight
this quick,
easy way*

"Whenever I put on weight, I take AYDS. And if you want a lovely slim figure, I recommend the easy AYDS plan to you, too!"

...says *Mona Freeman*



One of the most vital stars in Hollywood, Mona is very popular. She says, "Losing weight with AYDS is so easy and pleasant. It has done wonderful things for my figure."

Doctors Prove Ayds Best and Safest in Tests on 240 Overweight Women and Men!

Ayds users lose almost twice as many pounds! In a well-known New England clinic, doctors tested four different reducing methods: bulk wafers, lozenges, pills—and modern AYDS. The 240 men and women who participated were tested under carefully controlled clinical conditions. Those who took AYDS *averaged the greatest weight loss—almost twice* as many pounds as the second product! Not only that—the people who took AYDS had no nervousness, sleeplessness, or unpleasant "side effects"! An actual reprint of this Medical Report will be sent to your physician at his request. He should write: CAMPANA, Box MD, Batavia, Illinois.

No Drugs—No Diet—No "Hunger Pangs"!

It's easy! With AYDS, you lose weight the way Nature intended you to. Taken before meals as directed, this delicious low-calorie candy—enriched with health-giving vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! So



Mother and daughter reflect health and high spirits from lots of outdoor living. Mona likes the AYDS Plan because, "It helps me reduce the way Nature intended me to."

without irritating self-denial, you *automatically* eat less and lose weight naturally, safely, quickly. You're slimmer, lovelier in a few short weeks!

Guaranteed to Work for You!

Many AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores.



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first aid
for overweight!**



Photo by Silver Studios, from Popular Photography

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in a camera
for only
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Model A

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at a price for
everybody!

10 Shots! 10 Seconds!



The Realist 35 opens a whole new era in candid photography. Now *anyone* can own a true candid camera—catch those "once-in-a-lifetime" shots in either black and white or full color. Sequences of 10 shots in 10 seconds are easy and the results are sure and clear!

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NOW CHECK ALL THESE FEATURES—

FEATURE	MODEL A—35 mm.	MODEL B—35 mm.
Body	METAL precision machined for accurate alignment.	Same
Steinheil Cassar Lens	f:2.8, 45 mm. coated and corrected.	f:2.8, 50 mm. coated and corrected.
Trigger Action	Automatic film transport and shutter cocking. 10 shots in 10 seconds.	Same
Viewfinder Rangefinder	Brilliant direct viewfinder.	Combined View and coupled Rangefinder. Compose and focus through one window.
Shutter	Vero, X Synch. Speed from 1/25 to 200 + B.	Prontor, M.X.V. fully synched. Speed 1 sec. to 300 + B. plus delayed action release.
"Control Board" Visibility	All controls visible from top.	Same
Price	\$42.50	\$73.50

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**LETTERS
TO THE EDITORS**

CONTINUED

4-year-old daughter wearing one of these otter-skin caps that is nearly 100 years old.

Roy E. Coy
Director

St. Joseph Museum
St. Joseph, Mo.



MISS COY AND OTTER-SKIN CAP

Sirs:

Four boys in my second-year Latin class, influenced by *Caesar's Gallic Wars*, wrote this ballad, sung to the tune of *Davy Crockett*:

Julie! Julie Caesar! The man who don't know fear.
Went to the Senate to serve a spell
Fixin' up the laws and the calendar as well.
They got him on the Ides, so we hear tell,
Said "Et tu, Brute" and then he fell.

MARGARET HELLIE

Des Moines, Iowa

IMMIGRATION

Sirs:

Your editorial ("Immigration: The Real Issue Is an Evil Law," *LIFE*, April 25) omits some basic facts concerning the Refugee Relief Act of 1953. As a member of the Committee on the Judiciary who helped to write this legislation, I believe that the record should be corrected. You state only 158 escapees and about 1,000 refugees managed to qualify under the law. More than 25,000 visas have been issued under the program to date and 76,000 applications are now in some stage of processing.

Your editorial also criticizes the requirement of individual assurances. If assurances are not required of aliens, the way would be clear for them to enter the United States, possibly go on the relief rolls, displace American citizens from jobs and housing and add to the heavy burden already carried by the average American taxpayer.

PATRICK J. HILLINGS

House of Representatives
Washington, D.C.

● When *LIFE*'s editorial was written, the number who had qualified was 24,810, which included some 1,100 escapees and refugees who had actually immigrated to the U.S. More than 19,000 of the remainder were not escapees or refugees at all, but kinsmen of Americans who made the requisite guarantees to get them admitted under the Refugee Act but outside the normal quotas. Using the Refugee Act to admit people who otherwise might be admitted under normal procedures is not the humanitarian purpose Congress intended in setting up the law.—ED.

CONTINUED ON PAGE 26



"DISCUS"

Olympic champion of all underwater watches with its prize-winning, sabre-thin elegance. Completely sealed and protected against water and shock. 17 jewels. Perfect precision.

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ORANGE CAKE MIX**



A wonderful gift (for the most wonderful boy or girl in the world)

With the class ring and the class dance belongs a graduation gift for your youngster to make the occasion long remembered. Give a Royal Portable DeLuxe.

It is rugged, the typewriter that passed the "96-Year" Test . . . the typewriter that did more typing than the average person does in a lifetime.

It has a full-sized keyboard . . . with Magic® Margin, Touch Control,® and many other famous Royal features. It is the standard typewriter in portable size.

Think of the letters your youngster can write back from college . . . his first impressions of campus life for instance.

So, give a Royal Portable DeLuxe . . . a practical gift (he can earn extra money typing on it) . . . a gift of sentiment, too. A wonderful gift for a wonderful youngster.

\$9.95 down, 18 months to pay. Liberal trade-ins at your Royal Portable dealer's.

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PERFECT PROTECTION

FROM SUMMER AND SUN



Stopette
SPRAY DEODORANT

POOF!
there
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**SEA and SKI
Tanning Cream**
"best protection
under the sun"

- prevents sunburn, peeling.
- lets you tan Nature's way.

BOTH ONLY \$1.25
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Be beautifully "summer-proofed" with Stopette—finest underarm protection in the world!

Stopette the *lotion* spray deodorant. One gentle-as-a-breeze poof checks odor and moisture all day long, even in the hottest weather. So gentle you can use it every day... so effective you never need worry... wherever you go, whatever you do.

And—at no extra cost—Sea and Ski Tanning Cream for best protection from sunburn and peeling. Lets you stay out in the sun all day, the very first day!

Make summer 'n' sun *twice* the fun! Get Stopette—get a wonderful bonus plastic tube of Sea and Ski—at your favorite drug or cosmetic counter now.

Enjoy "What's My Line" every week on CBS-TV

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THE LOTION SPRAY DEODORANT

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JULES MONTENIER, INC., CHICAGO

LETTERS TO THE EDITORS

CONTINUED

Sirs:

As one of the luckier immigrants admitted to the U.S. before the latest, severe immigration law was introduced, I thank you for the superb editorial and the brave stand you take against the discriminating features of the 1953 Refugee Relief Act. America simply must show its Christian heart to these unfortunate people waiting in European refugee camps.

MIECZYSLAW CHWALINSKI
Philadelphia, Pa.

Sirs:

Your editorial tells how discouraging it is to the refugees who want to come to the U.S. Five months ago we signed assurance papers for a refugee in Vienna, Austria recommended by the Lutheran Refugee Service. We have a job for him, but someone is interfering with his admittance to America. We agree that something should be done soon.

EDWARD BENSON
Turlock, Calif.

LIVELY WORLD'S LAST DAYS

Sirs:

I am grateful for "A Lively World's Last Days" (LIFE, April 25). It brought back fond memories of a happy childhood among my people. Though I have long left the Polish neighborhoods, every once in a while I long to return even for a short visit. Your article made that possible.

(MRS.) HELEN DOBIECKI GARCIA
Inkster, Mich.

Sirs:

Thanks for your article on the U.S. Poles. After World War II tens of thousands of us, Polish refugees and political exiles, came to this country. The American Polonia has been the best example of what hard work can achieve here. But above all, they taught us to have faith in America.

JAN KARSKI
Washington, D.C.

Sirs:

Pleased as I was with your story about my home town, Hamtramck, people will think it is full of old Poles who do nothing but eat and drink. Perhaps this is true of some, but teenagers of Hamtramck do not go around in Polish dress doing Polish dances. The younger generation has brought in new ideas.

JOANNE PIATKOWSKI
Hamtramck, Mich.



HAMTRAMCK JITTERBUGGERS

CONTINUED ON PAGE 28

"SURE DOES
BRING OUT
YOUR CAR'S

GO FACTOR!"



WALKER SILENCERS



For quicker take-off, faster get-ahead, more passing power—ask your repairman for a Walker Silencer.

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Getzgem GUARANTEES MORE FISH
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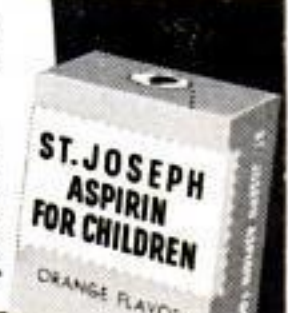
New BLUE-JAY Plastic Corn Plasters with wonder drug PHENYLUM® relieve pain almost instantly—and get rid of your corn, too.



New drug gets to the bottom of your corn, helps loosen it so you can lift it out. BLUE-JAY plasters are now plastic—stay on when you bathe, fit like your skin. Regular or Ladies size. Callus plasters, too. Look for new package.

World's Largest Selling Aspirin For Children

Each tablet of St. Joseph Aspirin For Children is 1/4 grains. Easy to give "just as the doctor orders." And it's orange flavored.



For better engine performance drain out, clean out your cooling system NOW!

New, improved **DU PONT COOLING SYSTEM CLEANSER**
dissolves rust, then cleans with detergent action!

Rusty radiators get "spring fever." But this new *triple-action* formula dissolves rust, removes scale, cleans out grease—lets your radiator run *cool* again. Extra-thorough, extra-safe—and simple! Du Pont Cooling System Cleanser will even do its work while you're driving. Neutralizer in the can completes the job. No reverse flushing needed!

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Just pour it in a clean radiator and *forget* it. Du Pont Anti-Rust stops rust from forming and neutralizes corrosive acids. Also lubricates the water pump—prevents squeaking. Cannot harm either hose or metal parts of the cooling system. Stays on guard all summer against breakdowns and costly repairs. Just as you put in anti-freeze in winter, use Du Pont Anti-Rust *now!*

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DU PONT HEAVY DUTY BRAKE FLUID

Higher temperatures and high-speed "stops" require extra-performance brake fluid. Drain and refill now with Du Pont Heavy Duty Brake Fluid—it exceeds S.A.E. safety specifications.

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LETTERS TO THE EDITORS

—CONTINUED—

TOP DANCE MAN

Sirs:

When I saw your story ("Top Dance Man," LIFE, April 25) on John Butler's TV ballets I thought I'd finally see pictures of my favorite dancer, Glen Tetley, Butler's top male dancer. LIFE has shown him as a bubble-headed chromosome in the genetics ballet (Nov. 8), as a pair of knees holding Imogene Coca's head (Oct. 18). But now you show him only as an unidentified posterior. How about Tetley's face?

BETTY WALBERG

New York, N.Y.



VIEWS OF TETLEY AND HIS FACE

CANCER SPOTTER

Sirs:

The color photographs and text on the cytoanalyzer ("Electronic Cancer Spotter," LIFE, April 25) were indeed exciting, but we at the American Cancer Society were disappointed that no mention was made that the American Cancer Society and the National Cancer Institute of the U.S. Government have already appropriated \$130,000 of the people's money for further development of the cytoanalyzer.

JAMES S. ADAMS

New York, N.Y.

SCIENCE VS. OLD AGE

Sirs:

I commend you for your excellent analysis of gerontology in "Science vs. Old Age" (LIFE, April 25). I am a medical student and can fully appreciate your factual, concise survey. I would have to search through many books to obtain what you present in several pages.

LARRY N. ADLER

Pittsburgh, Pa.

CONTINUED ON PAGE 30

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Anacin not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today!



INDIGESTION VANISHES!

New Mints, Medically Proven
Quickly RID STOMACH OF GAS

The very instant they reach your stomach these new mints go to work — rid your stomach of painful excess acid fast. Your indigestion vanishes! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication — the kind doctors recommend. Don't suffer acid indigestion. Feel wonderful fast with new BiSoDoL Mints. At all drug counters.

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MORE SPORT
SPIN FISHING
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Nothing can match the thrill of outsmarting... outfighting... landing the scrappiest, heaviest fish on light tackle. Spin-fishing gives you the thrill of big game fishing in your own favorite waters, pitted against your favorite fish.

Whether you troll, still fish, or cast, there's no better introduction to the thrill and skill of this challenging sport than GARCIA spinfishing tackle. The fish furnish the thrill—skill comes naturally with Garcia balanced tackle.

One of the first and still
the

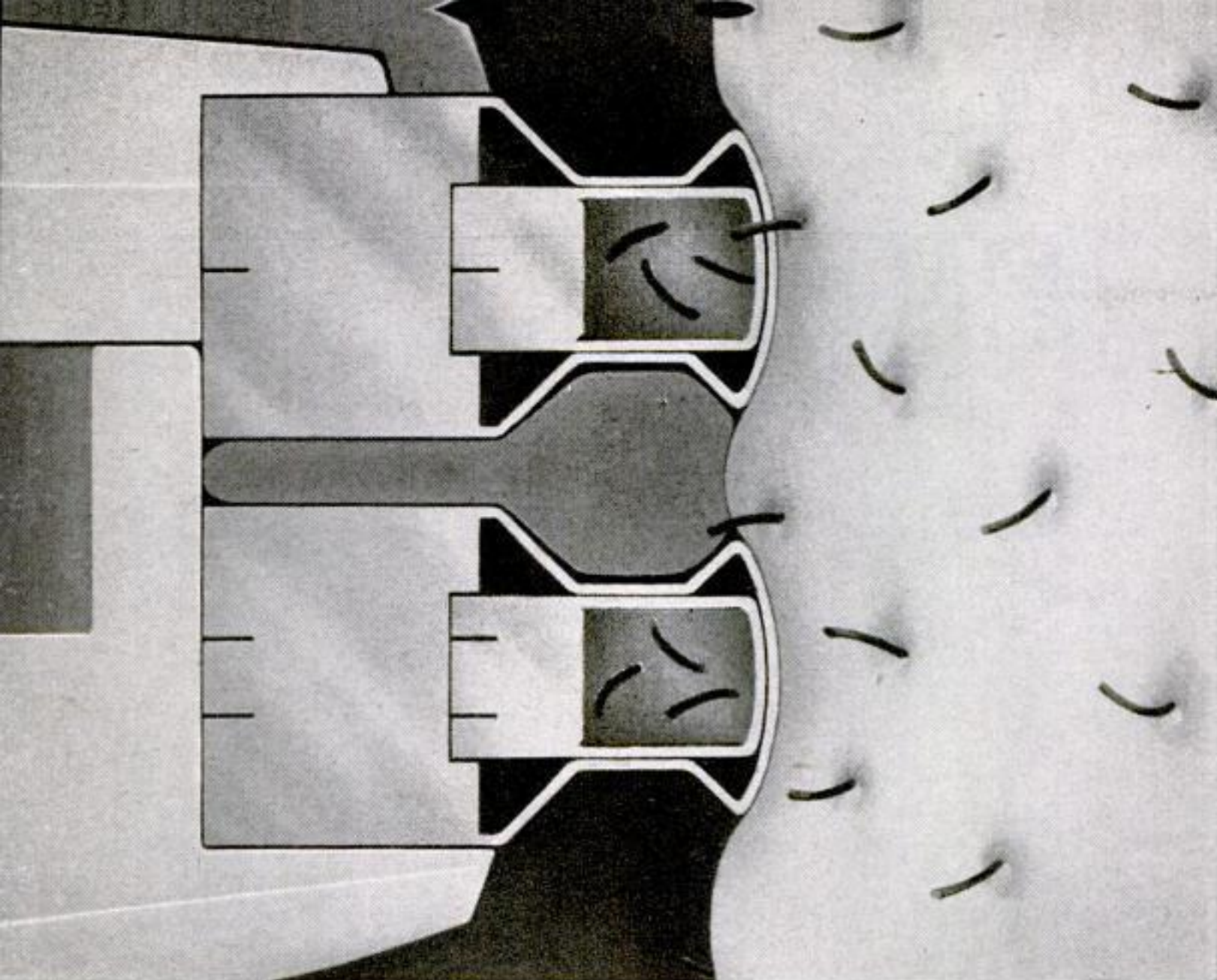
Finest...



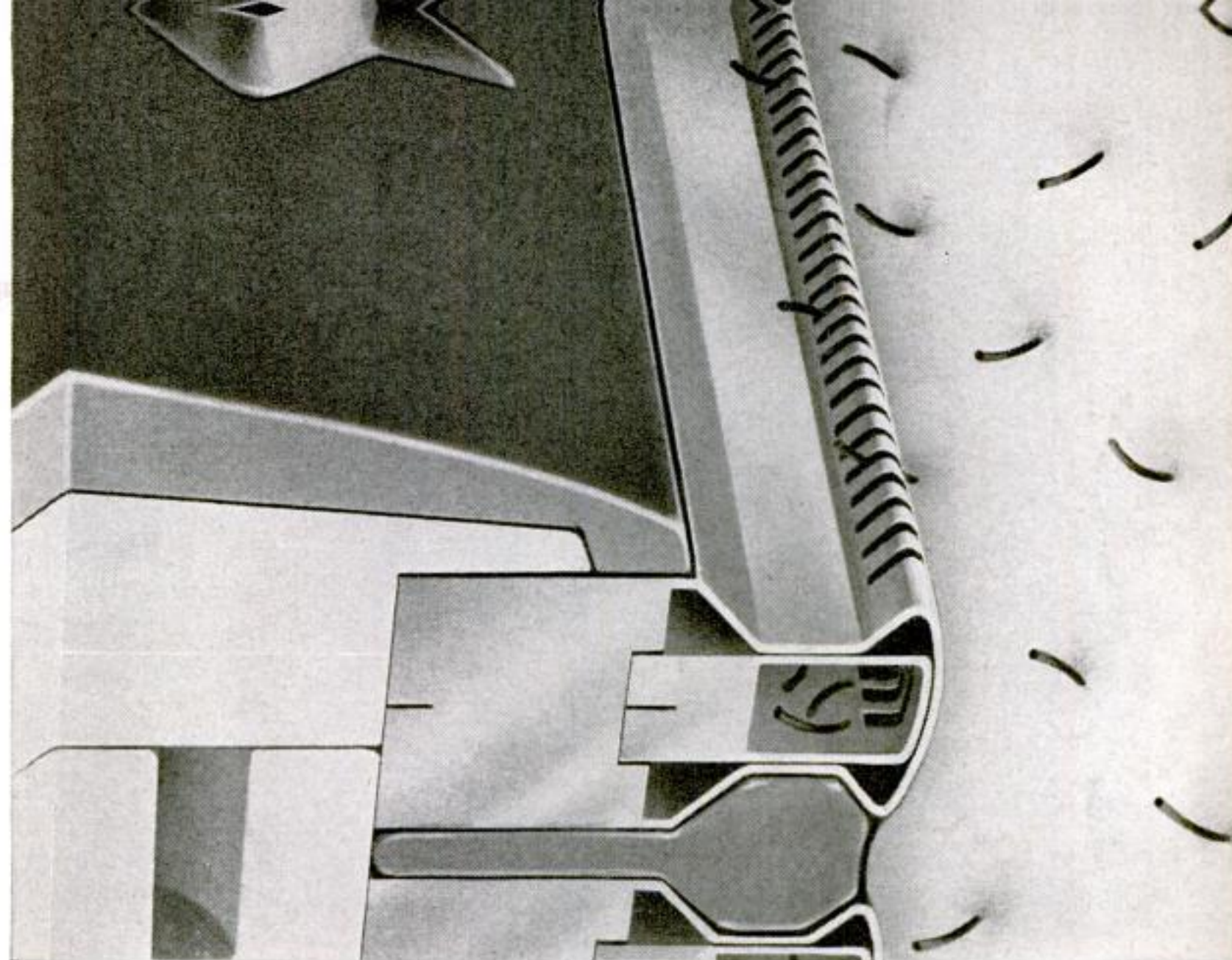
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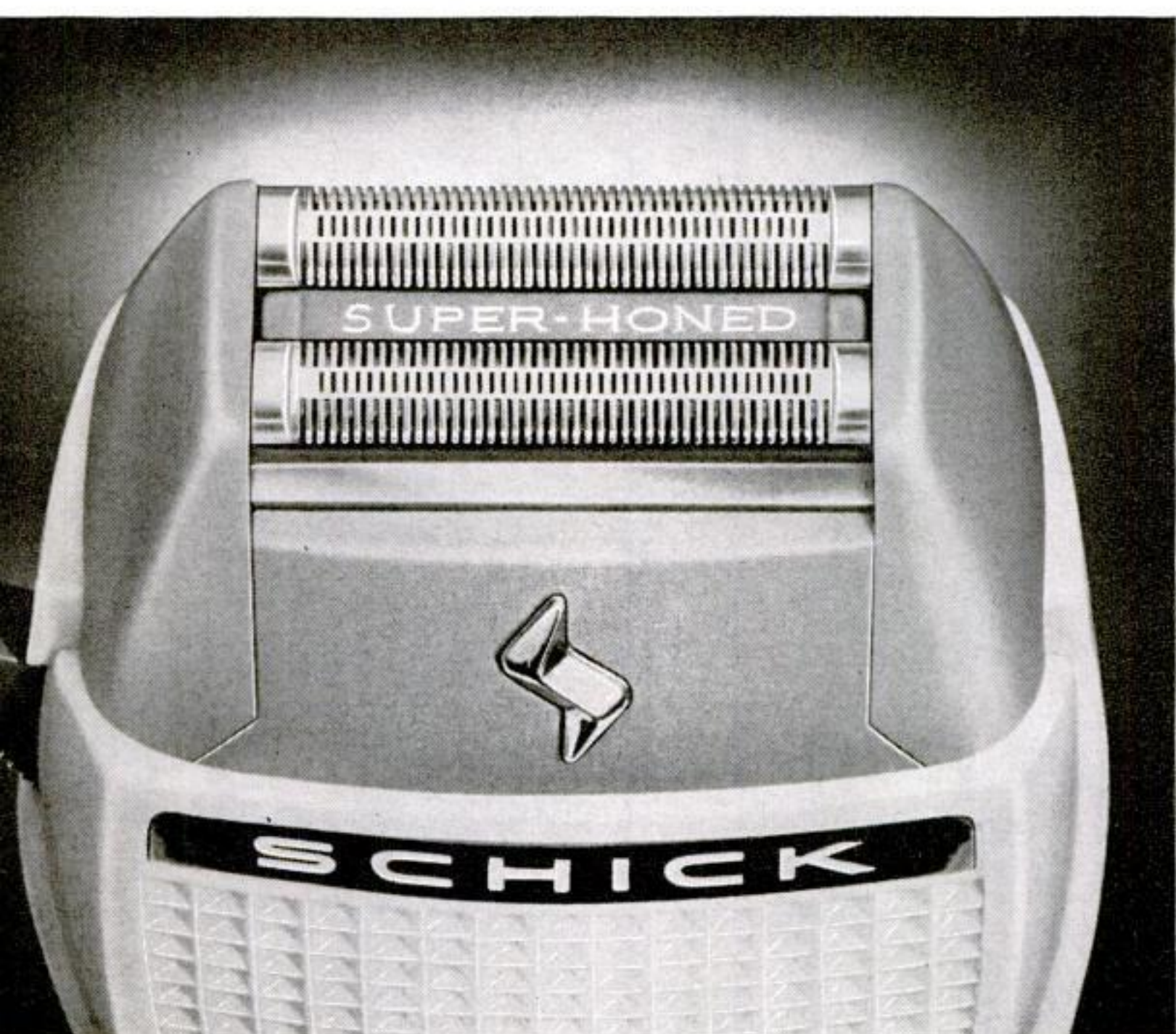
Rods • Reels • Lines • Lures • Kits • Accessories



1. Curved Heads (shown with Whisk-It open) flatten down mountains of skin around each whisker, get at base of each one.



2. Comb Edges then guide your whiskers into place no matter which way they grow—set them up for a clean, close shave.



3. Super-Honed HEADS shave every whisker—*skin-close*. Heads are precision-honed to a sharpness far beyond other shavers.



Cheek-to-cheek test proves that Schick's Big 3 close-shave features give you the closest of shaves even the first time. Why not give a new Custom Schick to your Grad? It's the perfect gift at \$28.75. Schick "20", \$26.50.

Here's why nothing shaves you closer than a **SCHICK ELECTRIC SHAVER**

See how only **SCHICK's BIG 3** close-shave features can give you skin-close shaving. Make the Schick **CHEEK-TO-CHEEK TEST** and prove it.

Nothing but a new Custom Schick can shave you the way you want to be shaved—skin-close. That's because only Schick is designed with **CURVED HEADS**, **COMB EDGES** and **SUPER-HONED HEADS**. The pictures above show how these Big 3 features overcome the fact that your whiskers grow in valleys of skin.

Only Schick's specially designed shearing

heads can get into those valleys, straighten each whisker up, and shave it off at true skin-line. To prove the closeness of a Schick shave, make the Cheek-to-Cheek Test with your best girl. She won't feel a trace of stubble.

14-DAY FREE HOME TRIAL. Ask any Schick dealer—or a Schick Shaver Shop (located in principal cities)—about the 14-day free home

trial. Cheek-to-Cheek Test must prove that Schick shaves you closer or you get your money back in full.

WHAT BETTER GIFT FOR YOUR GRAD? He'll thank you for thousands of mornings. New Custom Schick with handsome saddle-stitched Caddie Case is only \$28.75. With old electric shaver as trade-in, only \$23.75. 14-day trial doesn't start till you present him with his Schick. Schick Incorporated, Lancaster, Pa. Watch the Jackie Gleason TV show every week.

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

LOOK FOR THE BIG
"5"
AND LOOK WHO HAS THEM

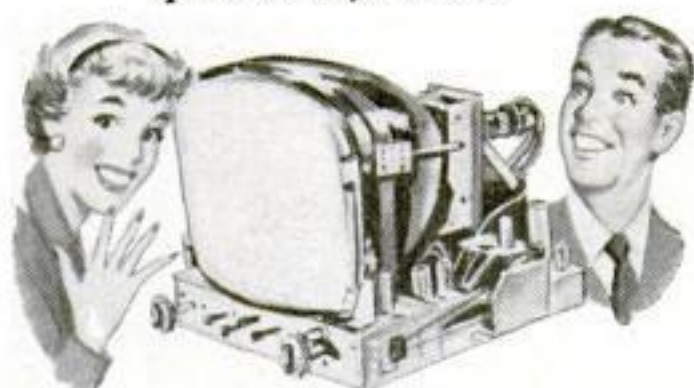
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1. Exclusive Capehart Polaroid® Picture Filter System For "eye-comfort" viewing.



3. New Cluster Controls. Real Finger-Tip Tuning—quick, easy, exact.



5. Great New Comet Chassis. Power and Performance "Out of This World."



The VENUS
(Model 23T215MD).

3 Speakers. Exclusive Capehart Polaroid® Picture Filter System with 21-inch aluminized picture tube. Cluster Tuning Controls and Dualtone Control.

\$289.95** (In mahogany—legs extra)

® By Polaroid Corporation

* Registered by Capehart-Farnsworth Company

** Suggested retail price.

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2. Exclusive Symphonic Tone. "Speaking Picture"... Tri-Fi* Sound Reproduction.



4. New Dualtone Control. Separate bass and treble controls for wide-range response.

These "5" big features make the new Capeharts the best ever for '55—in cabinetry, design, performance! SEE and HEAR these new Capeharts today. Your classified directory lists your nearest Capehart dealer. You can buy a 21-inch Capehart TV for as low as \$179.95.**



The JUPITER (Model 22C215MD).

Exclusive Capehart Polaroid® Picture Filter System. 21-inch aluminized picture tube. Tri-Fi* 3-Speaker Sound Reproduction. Dualtone Control and Cluster Tuning Controls.

\$339.95** (In mahogany)

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana
A DIVISION OF INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

Your wonderful article on gerontology overlooked "Old Parr," whose life span exceeded that of Christian Drakenberg. A tablet in Great Wollaston Chapel on the English-Welsh border records that he was born in 1483, that he lived in the reigns of 10 kings and queens of England, and that he "died the 13th, and was buried in Westminster Abbey the 15th of November 1635, aged 152 years and nine months." At the age of 80 he married; at the age of 105 he did penance "in consequence of an intrigue with Catherine Milton." At 152 he was taken by the Earl of Arundel to be shown to Charles the 1st in London. Van Dyke painted his portrait, entitled *Old Parr at the Age of 150*.

DAVID H. EDWARDS
New York, N.Y.



VAN DYKE'S "OLD PARR"

● Old Parr's birth date has never been documented, making it impossible to check his longevity claims.—ED.

Sirs:

Dr. Carlson also used the test tube of urine you mention to teach his students to use all their senses while conducting research. To identify the liquid as urine, Dr. Carlson held the tube to the light, smelled it and even dipped a finger in and "tasted" the urine. He passed the tube to the students to do the same. When the urine had been duly examined and tasted by the class, he remarked caustically to the sheepish students, "You must remember the importance of observation. I myself do not like the taste of urine, so I dipped in the first finger and tasted the second."

J. L. GROVE

Hershey, Pa.

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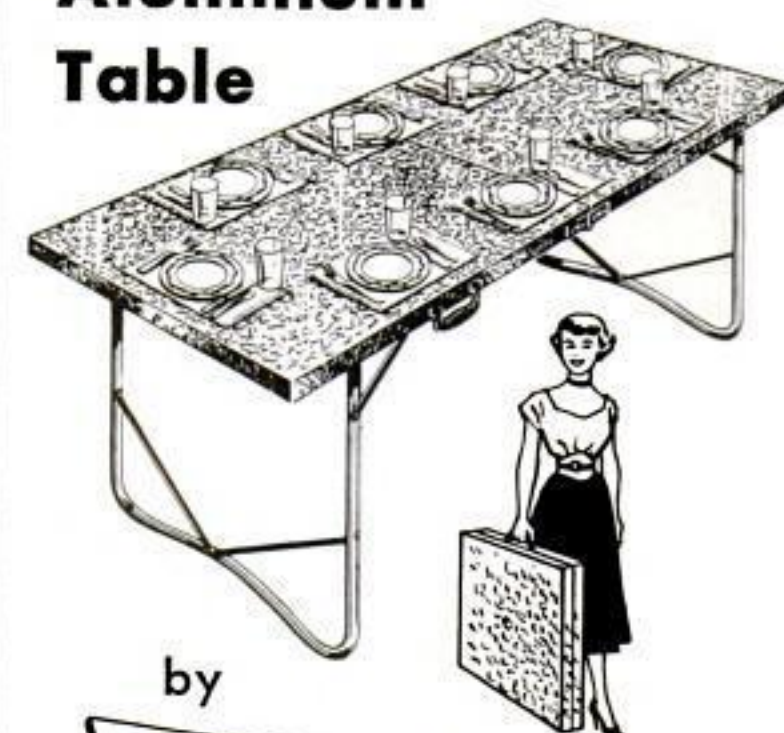
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Summer's More Fun with a Lightweight

FOLD-A-WAY

Aluminum Table



by

ALL-ALUMINUM Products

Phila. 46, Pa.

Useful indoors, outdoors, all year through, the Fold-A-Way Aluminum Table opens at the touch of a button to serve eight with real comfort. Folds in seconds for carrying on own Jewelite handle, or for easy storage. Sturdy! Holds over 40 times own weight! At most fine department and hardware stores. Make sure it's a genuine Fold-A-Way!

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GIVE YOUR AUTOMOBILE
NEW-CAR
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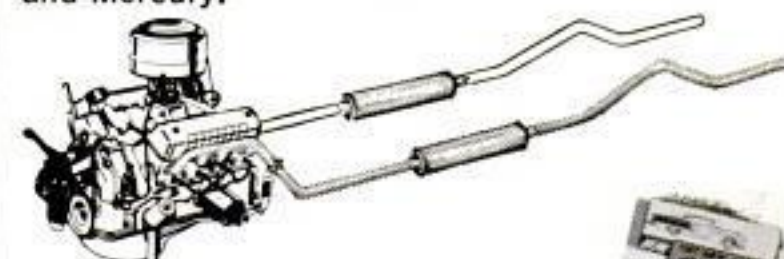


BY INSTALLING A
Grand DUAL
EXHAUST SYSTEM

POWER PACK THE ENGINE! Yes... now you can modernize your present automobile with stepped-up power by installing a Grand Dual Exhaust System. It more than pays for itself in increased horsepower and gas economy while you drive... improves idling, lowers back pressure and lengthens the life of your engine. See your nearest Grand dealer today for a free estimate... you'll be amazed at how little Grand Duals cost!

Power-Packed Duals and Headers for all V-8 cars and 6 cyl. Chevrolets.

Duplicate of Factory Rear Outlet Manifolds for Ford and Mercury.



Also Available—A Complete Line of Quiet-tone Fiberglass Packed Mufflers.

Write today for name of your nearest dealer and FREE descriptive folder.

GRAND AUTOMOTIVE PRODUCTS
Dept. L-1, 2055 Ruby Street, Melrose Park, Ill.



The syrup's the secret! Log Cabin has *real* maple flavor because it has *real* maple sugar in it—perfectly blended with other sugar. That's why Log Cabin is the secret of better-tasting pancakes.

- Idea! Try Log Cabin on toasted English muffins.

Another fine product of General Foods



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Floor: "Jackstraw"® Inlaid Linoleum. Walls: Gold Seal VinylTile. Counter, cabinet facings: VinylTop.

"Jackstraw" offers you the kind of striking, exclusive patterns that are found only in Gold Seal Inlaid Linoleum. Narrow bars of color draw your eye across the floor to make small rooms look bigger, all rooms look airier. Each of its 12 patterns gives you several different colors to pick up in accessories; you can change color schemes again and again without changing your smart long-wearing "Jackstraw" floor. By the yard, 6' wide, only about **34¢** sq. ft. Also in 9" x 9" tile.



Floor: "Sequin"® Inlaid Linoleum. Wall: Gold Seal Cork Tile. Room divider, facings, shelves: Cork Tile.

Gold Seal Inlaid Linoleum is a wise choice to make every room glow with color. Virtually seamless (and far easier to keep clean), it's quiet, comfortable—reduces foot fatigue. It's America's most modern and finest linoleum—the *only* linoleum with a patented SuperFlex® backing to save on installation costs. Gold Seal is made by a unique manufacturing process that gives it great durability and resilience. Choice of 81 patterns. By the yard, 6' wide. Only about **34¢** sq. ft.

Your Gold Seal *guide to* linoleum floors



Floor: "Veltone"® Inlaid Linoleum with Feature Strip. Walls: Congowall®. Counters, Shelves: VinylTop.

Gold Seal Inlaid Linoleum (commercial weight) is the burlap-backed, 1/8" gauge linoleum with a proven record of past performance . . . 30-year installations are still giving top service. This material is fresh, colorful, modern-looking, remarkably easy to keep clean. For beauty, for comfort, for service, progressive businessmen pick Gold Seal Linoleum! 35 patterns. It's only about **44¢** sq. ft.



Floor: Gold Seal 1/8" Linoleum Tile. Walls, cabinet facings: Gold Seal Cork Tile. Desk Top: VinylTop.

Gold Seal Linoleum Tile (commercial weight) has the same burlap back, the same proven record of past performance, as the commercial weight yard goods. Its prime advantage is that it gives you a chance to create personalized effects in your office, store or institution without paying a custom price. The choice is excellent—29 patterns in 9" x 9" tile. 1/8" gauge. About **59¢** sq. ft.



Floor: Ranchtile® Linoleum. Wall: "Bermuda Hues" VinylTile. Shelves: "Bermuda Hues" VinylTop.

Gold Seal Ranchtile—a new and different resilient floor that's been developed and proved for installation over ground-level concrete, with or without radiant heating. Now you don't have to compromise with hard brittle tile. Ranchtile is a denser, smoother, longer-wearing floor; it actually resists soiling better, cleans more easily, than any other resilient tile. It's wonderful for new, modern homes, schools and motels. 9 textured patterns in 9" x 9" tile. Only about **37¢** sq. ft.



Floor: Gold Seal "Fashion-Floor"® Linoleum Tile. Shown: 2 of 14 different colors.

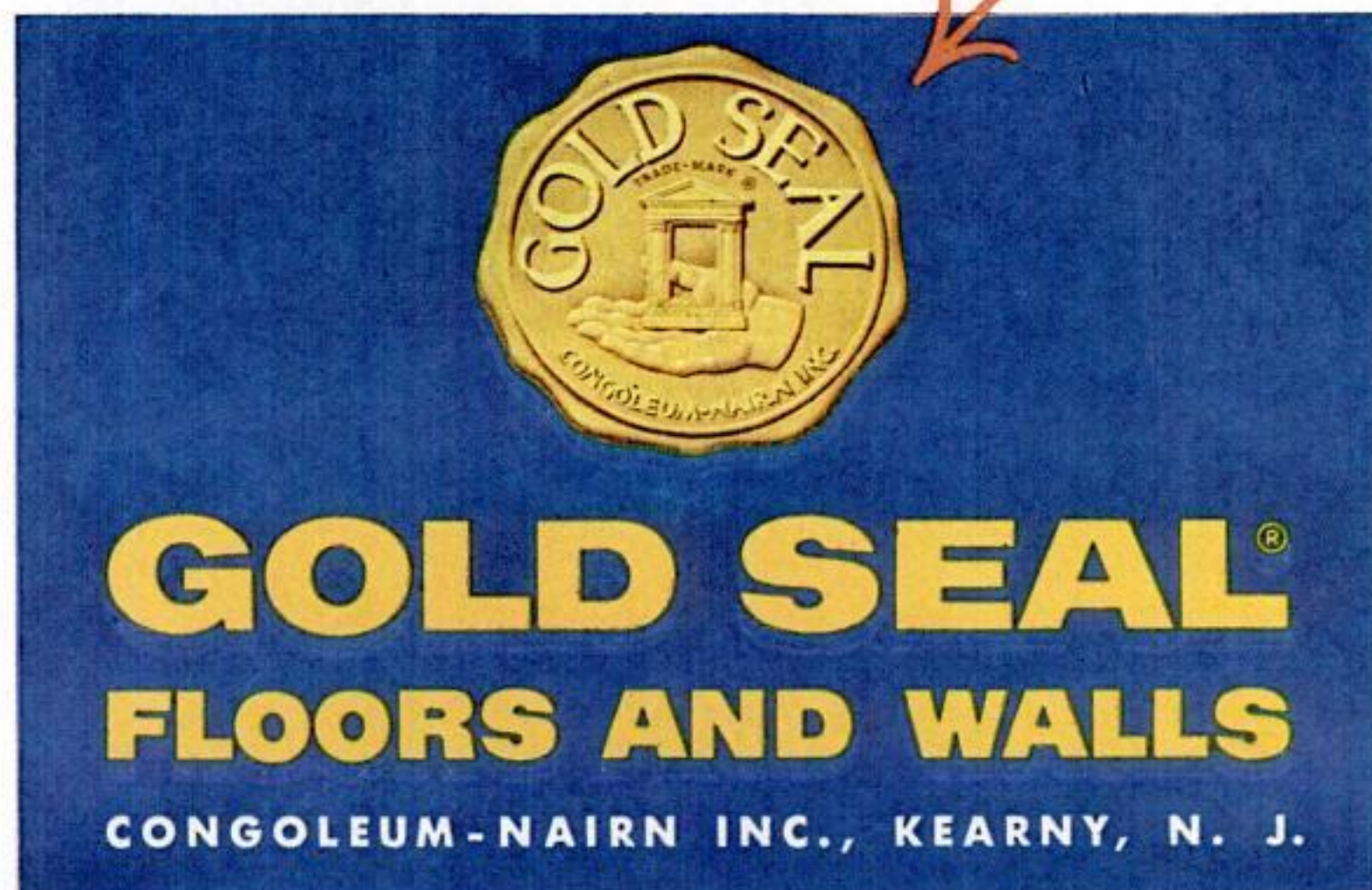
Gold Seal Linoleum Tile is ideal for wood floors. Thanks to its exclusive built-in felt backing, it can be laid directly without extra lining felt, and it absorbs normal floor movement far better than apt-to-crack brittle tile. It's flexible and resilient—easy to handle and install, whether you do-it-yourself or have it done. It cleans easily—wears for years. Resists permanent indentation. 35 patterns in 9" x 9" tile. Design possibilities are almost unlimited. Only about **34¢** sq. ft.

for home or business



Gold Seal Inlaid Linoleum gives you an almost endless pattern choice. "Sequin" alone (see above) comes in 13 color-flecked patterns that hide footmarks remarkably well. Special manufacturing process gives it an extra-smooth surface that's easier to clean. But whatever pattern you choose, to be sure of getting the finest linoleum, look for the Gold Seal identification on the back.

*You get the finest
choice of all in...*



Your Gold Seal dealer's store is identified by this blue and gold plaque. You'll find its address under "Linoleum" in your classified phone book. Every Gold Seal product carries the reassuring **Gold Seal guarantee of satisfaction or your money back.**

INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS VINYLFLOR • VINYLTOP

*Trade-Mark

CONGOLEUM-NAIRN INC., Kearny, N. J. Copr. 1955

Modern refreshment is Light refreshment

AGAIN THIS SEASON'S style news proves that fashion's not half so fickle as they say. She is still stressing the slender waistline, and probably always will.

So no wonder the modern woman has learned to prefer lighter, less filling food and drink—to the advantage of her health as well as looks.

And no wonder Pepsi-Cola is more popular than ever. It's kept in step with modern fashion, modern taste. Today's Pepsi is never heavy, never too sweet, reduced in calories.

It's the modern, the light refreshment. Refresh without filling. Have a Pepsi.

Pepsi-Cola

refreshes
without filling



THE TRAVELER'S FRIEND



NCB Travelers Checks

What a wonderful bodyguard to have along! Whether you're traveling here at home or circumnavigating the globe, you'll have constant protection for your travel funds when you carry National City Bank Travelers Checks. Spendable everywhere just like cash, but safer to carry, because you get a full refund if these checks are lost or stolen. Cost 75¢ per \$100. Buy them at your bank.

The best thing you know
wherever you go

NATIONAL CITY BANK TRAVELERS CHECKS

Backed by
The First National City Bank of New York
Member Federal Deposit Insurance Corporation

"ALL-RITE"

she
whispered

The man moved closer.
"Did you say All-Rite?"
he asked. She cleared
her throat. "Yes...
All-Rite, the smoothest-
writing ball point pen
in town, please."

EXCLUSIVE MICROGRAPHIC POINT

All-Rite pens

AT STORES EVERYWHERE
or send \$1 for samples of our 29¢ and 69¢ pens.
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you're
so Wise
to buy



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Wise buy

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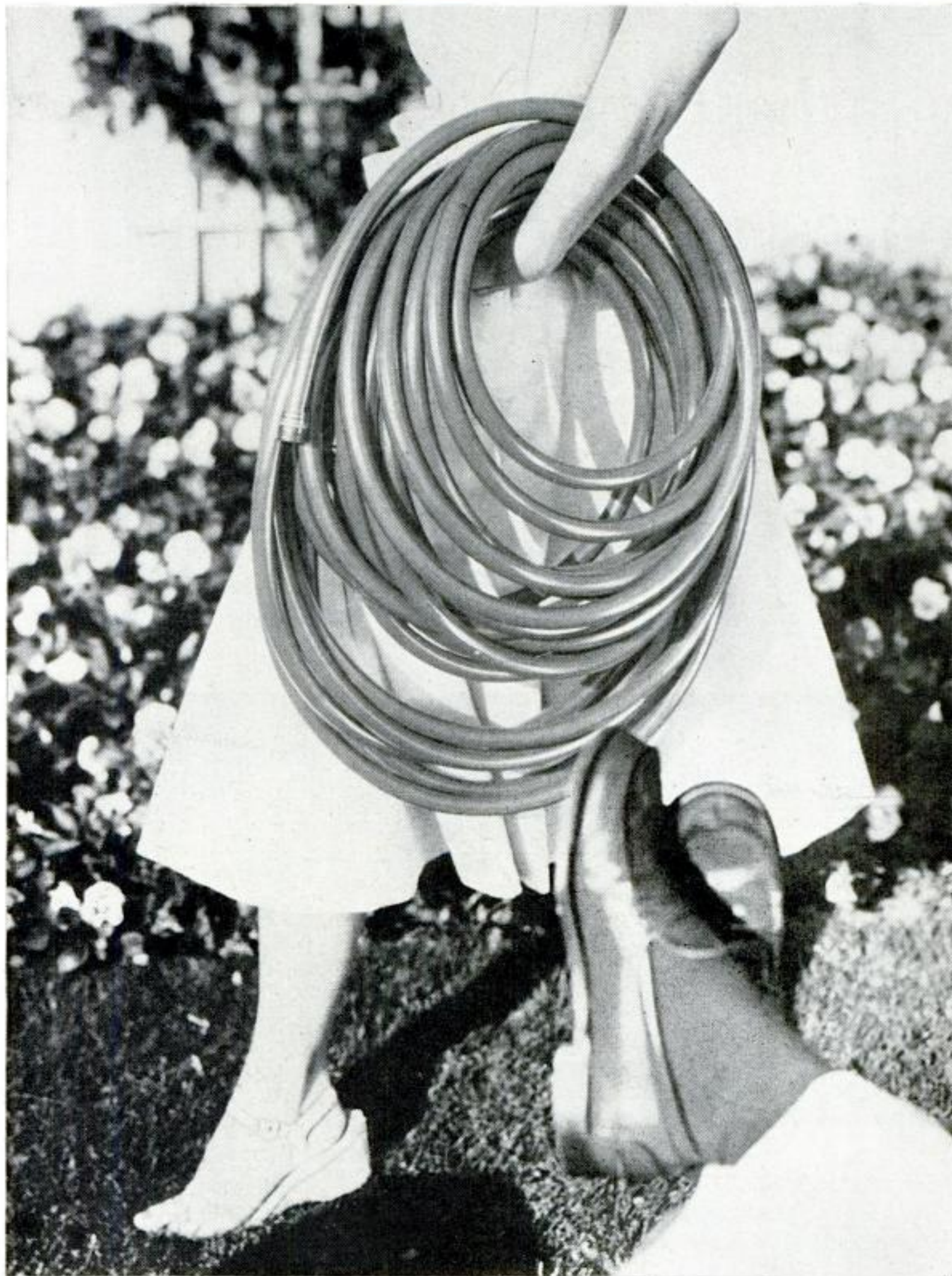
Rigid and inflatable play pools
\$5 and up



Thermo-Keep Picnic Bags
\$2.98 to \$9.98



Garment Bags
\$2.50 to \$4.95



This ad for men only

THIS really ought to be a man's job but women don't think so! Not, at least, when they have Koroseal hose. Get Koroseal for them; they do outdoor work and like it. Why not relax and let them?

Koroseal is a third lighter than ordinary rubber hose but isn't weak or too light. Don't confuse Koroseal with any of the thin, flimsy kinds you see so often.

Koroseal lasts for years. You can yank it around corners or tree trunks, run over it with your car. Leave it out all year round if you want to. Its brilliant colors may dim a bit in time, but neither sun nor air will ever weaken it. Koroseal won't crack, chip, peel or rot.

If your wife never uses the hose maybe you don't need Koroseal, but what fun is there in dragging or lifting heavy hose? Koroseal costs a little more, but only \$9.80 for 50 feet, makes up for it by lasting so long and being so easy to use.

Koroseal is clean, has a high polish, the surface doesn't hold dirt. Its brilliant red or green color can't come off on hands or clothes.

Ask for Koroseal hose in hardware stores, garden stores and other stores but look for the Koroseal label. If it doesn't have the label it is not real Koroseal. The B. F. Goodrich Company, Industrial Products Division, Akron, Ohio.

Koroseal—T. M. Reg. U. S. Pat. Off.

Koroseal

GARDEN HOSE
BY

**B.F. Goodrich
INDUSTRIAL PRODUCTS
DIVISION**

G.E. demonstrates new idea in cooking!

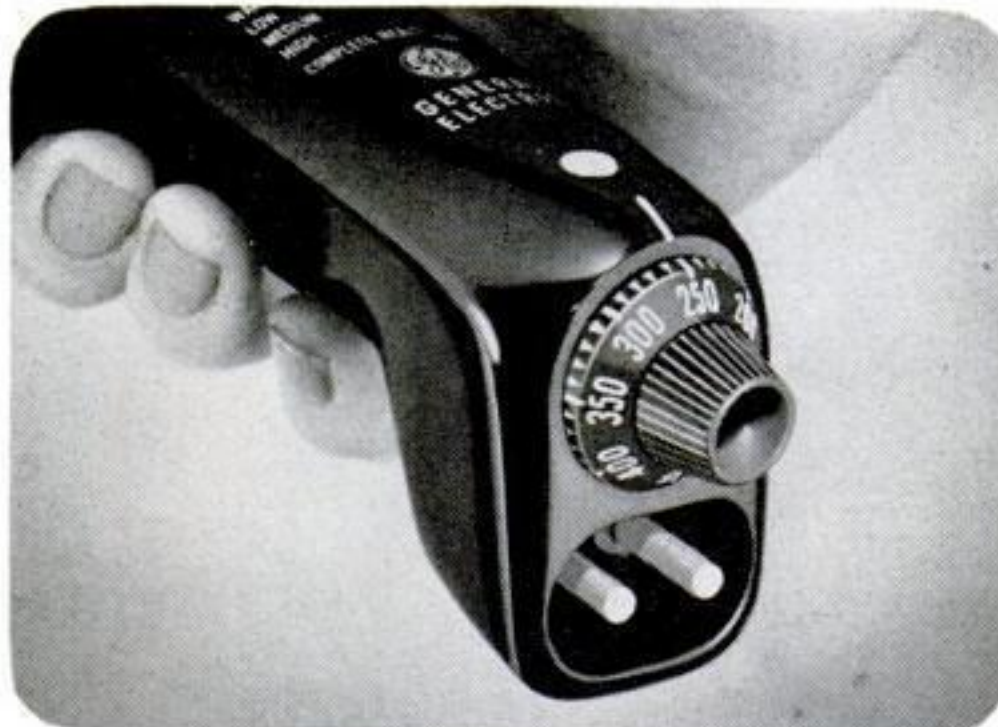
New Automatic Skillet
with heat thermostat
makes frying, cooking
easier...more flavorful

Only-\$19⁹⁵*

*Manufacturer's recommended
retail or Fair Trade price.



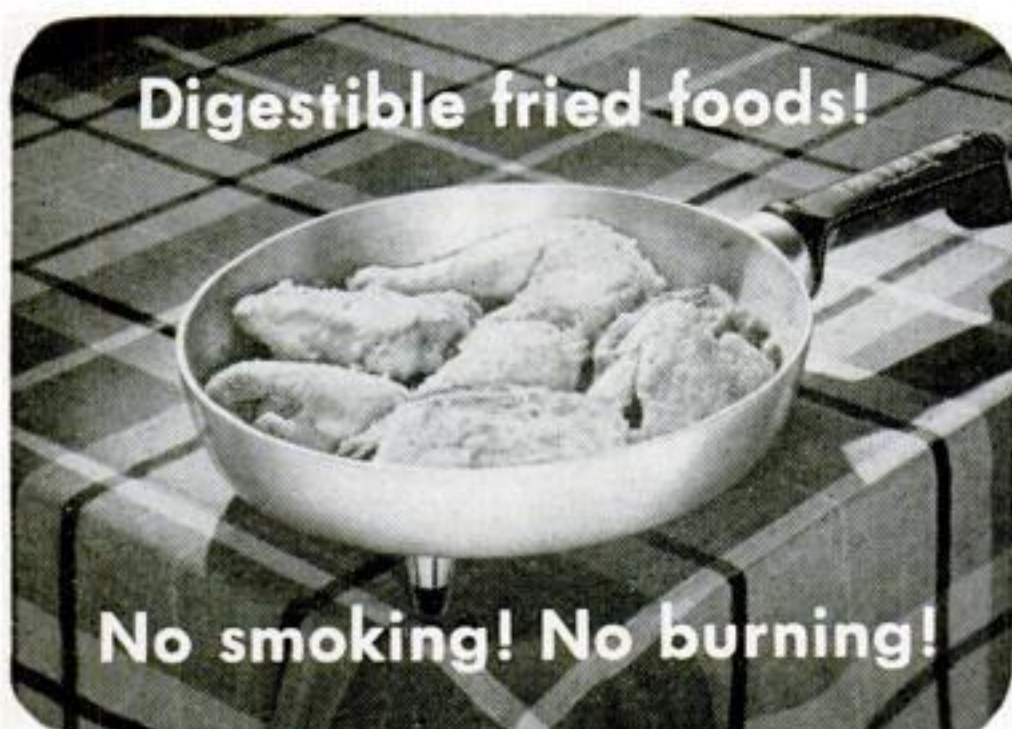
1. "I'm Kathi Norris, and I'd like to tell you about the most wonderful advance in cooking in recent years. Made possible by the new G-E Automatic Skillet, it makes meal-getting easier. Now you can set the temperature when you fry and cook, just as you do when you bake a cake!



2. "The G-E Skillet, like a modern oven, has a built-in thermostat. You dial the heat, put the food in when the light signals, and after that—the temperature never varies. Quite different from cooking on a stove burner where heat builds up and up, unless you keep adjusting it.



3. "You can't imagine how this simplifies cooking... particularly frying! You get perfect results without constant watching. Food tastes better, too. For just as cakes bake best at one heat and roast beef at another, so every food has a 'just-right' temperature—listed on the Skillet handle.



4. "And everything you fry at recommended temperatures will be digestible! It is only when fat gets too hot—begins to smoke—that it becomes indigestible. The G-E Skillet works at temperatures well below this danger zone... yet it sears food so it comes out light and crisp—never soggy.



5. "You'll use it too for stews, pot roasts, upside-down cakes, casseroles. Just use a standard 12" cover, or get ours—only \$3.00* extra. In addition, the G-E Skillet lets you cook anywhere. It won't harm the finest surface—cook at the table, on the porch, keep food warm between servings.



6. "Best of all, this Skillet is a cinch to wash. Its special finish keeps food from sticking. And you can immerse it in water—right up to the end of the temperature chart. Handle hooks over dishpan or sink. Visit your G-E dealer this week—see how easy it is to cook perfect food every time!"

Progress Is Our Most Important Product

GENERAL  ELECTRIC



TRAINER MESHACH TENNEY BEDS DOWN WITH SWAPS IN THE STRAW OF A CHURCHILL DOWNS STALL JUST 40 HOURS BEFORE THE START OF THE BIG RACE

UNEXPECTED PART OF LOUISVILLE SPECTACLE:

A SLEEPER IS DERBY EYE OPENER

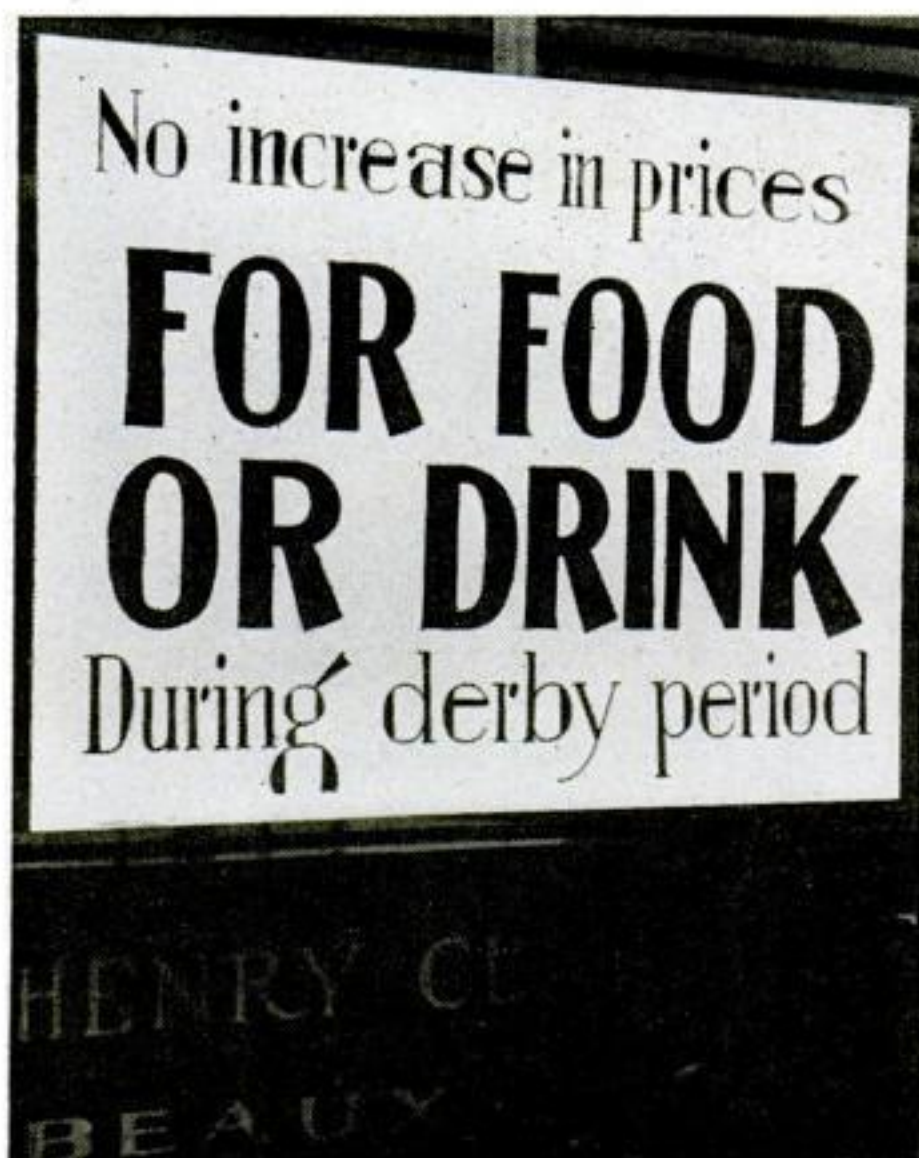
In Louisville, Ky. last week, where the crushing demand for hotel rooms sent prices skyrocketing from \$8 a night to \$30, one man without a reservation seemed to have no real problem. Meshach Tenney, who came to the Kentucky Derby from California, bedded down in a stall with Swaps, a horse he trained, because he preferred it that way (pp. 40, 41). As he catnapped by night and snoozed in his automobile by day, the noise of America's most boisterous

sporting weekend buzzed about him unnoticed.

The army of merrymakers moved in on special planes which featured mint juleps, and on special trains guaranteed not to let a traveler die of thirst. All the visitors made a vigorous effort to help make Derby eve Louisville's version of New Year's Eve. All box and reserved seats for Derby Day had been sold since Feb. 1, but this failed to discourage another breed of Derby-goers who set out for Churchill Downs

by auto the night before. Equipped with vacuum jugs and fried chicken, they became the milling thousands with camp stools and picnic blankets in the infield. They took off their shoes and made a big show of enjoying themselves more than the wealthy people in the box seats. They were the kind who talked Tenney's language. They also had a warm glow for Swaps who, like Black Gold back in 1924, had a glorious day humbling well-known millionaires' horses.

OLD KENTUCKY HOME HAS A WACKY WEEKEND



RIGHTEOUS SIGN is hardly typical. Most restaurants in Louisville increased their prices sharply.



LUCKY LEGS, a women's shop, advertises itself by having legs kick horseshoe out of baby carriage.



JULEP-LADEN WAITERS line up for pre-Derby inspection outside the Churchill Downs clubhouse



TOURING TEXANS return from bath to chartered train which served as hotel.



BEDLESS SLEEPERS arrived at Louisville in the middle of the night before the race, slept uncomfortably in the bus station until track time.



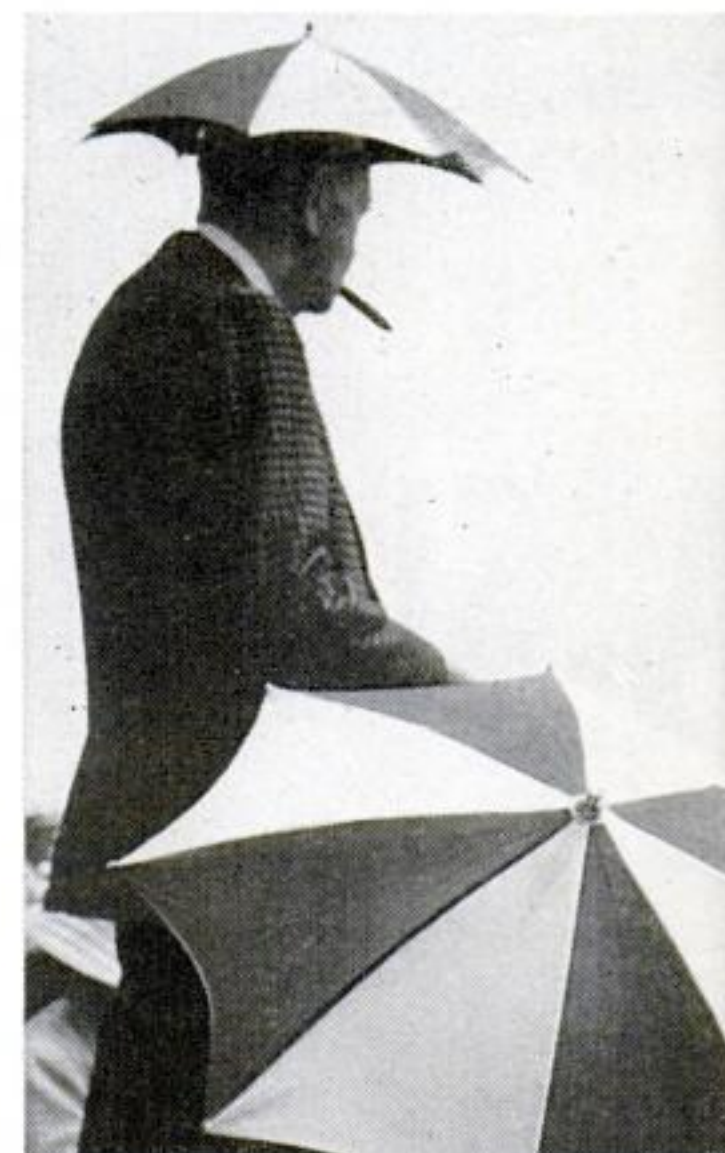
UNEASY NAPPER twists himself in an uneasy chair because beds are scarce.



FALLEN REVELER sprawls in the street just soaked by a street-cleaning truck.



EARLIEST BIRDS sleep at the track so that they can be first ones in line at grandstand admission windows when gates open Derby morning.



UMBRELLA HATS, cool and light, were sold at track to fend off scorching sun.



before serving early arrivals. Drink cost \$1.25 and the customer could keep the souvenir glass.



TRAFFIC TIE-UP chokes Fourth Street on Friday night before the Derby as 60,000 out-of-towners

pour into the city. The jam was made worse by local teen-agers driving downtown to look at tourists.



HIGH-HANDED GIRL bubbles over with good spirits in the Derby Lounge of the Brown Hotel.



PARTY PARADE along Fourth Street exhibits false nose as part of rollicking Derby eve celebration.



PICKPOCKET ROUNDUP results in vagrancy charges for two men (right), who at least have room.



TELESCOPED GLASSES, collected as souvenirs, are held by woman enjoying last sip of a mint julep.



UNDERSIZED CAMP STOOL sold for \$2, gives minimum support to a weary fan in the infield.



ACHING FEET, stripped of shoes, are dangled by woman over pile of mint julep glasses and refuse.

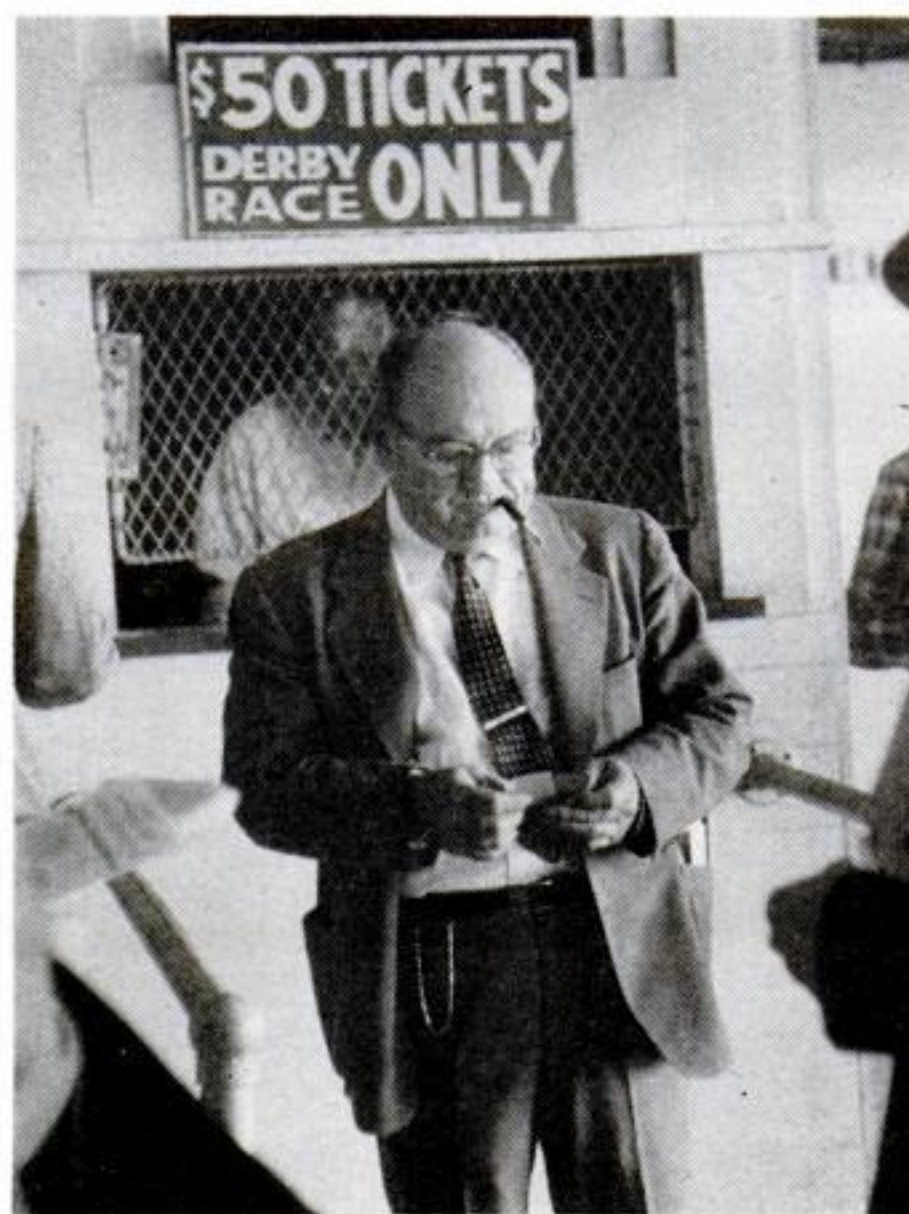


CROWD GATHERS for the big seventh race. A few calm spectators lounge on the infield grass, but the

great bulk of the crowd is already packed solidly against the rail or jammed into the grandstands.



RAIN-SPATTERED SINGERS, fortified by juleps and newspapers, yell out *My Old Kentucky Home*.



BIG BETTOR walks away from the \$50 window, still wondering if he bet on the horse he really wanted.

Derby CONTINUED



SWAPS IS WALKED by exercise boy Chester White, wearing wild West clothes in Blue Grass country.

TENDER CARE RESULTS IN SWEEP FOR SWAPS

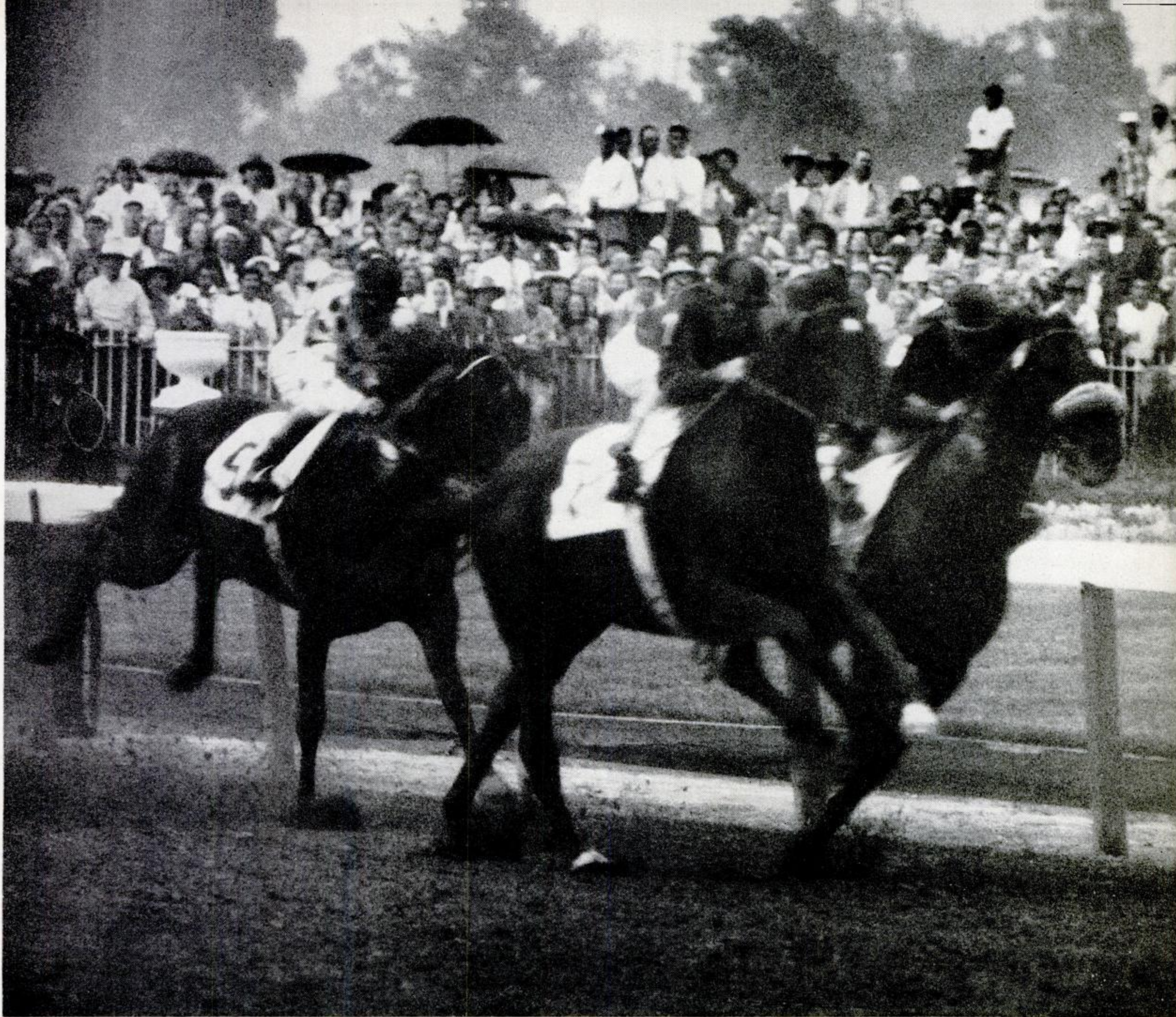
One of the most remarkable things about Swaps, aside from the way he got out in front of nine very fast horses and stayed there to win the Kentucky Derby, is his soft-spoken, soft-hearted Mormon trainer, "Mesh" Tenney. Actually, Tenney is part owner of Swaps and other horses in the stable of boyhood chum Rex Ellsworth. But being an extremely modest and religious man, he prefers to be known only as trainer.

For three weeks at Churchill Downs, Tenney and Swaps shared the same stall. Tenney took no hotel room in Louisville. Instead he just bedded down on the straw while Swaps, who snores like a horse really enjoying his sleep, lay there beside him. Swaps, trying to get more comfy, often snuggled his head on Tenney's chest. "You've got no idea how heavy a horse's head is," winced the trainer. "Sometimes I had to wake him up and get him off me."

Tenney has always been considerate of the horse's whims. "Some trainers yank a horse around like he was a bulldog or an outlaw," says Tenney. "You've got to be gentle with a race horse. If a horse does wrong, set him right and make him stay that way."

Tenney's tender handling has made Swaps sort of an equestrian Ferdinand. He is one of the gentlest and most mild-mannered horses in many a Derby. Visitors who came to Barn 10 got a friendly sniffing over. Even Tenney himself expressed doubts that Swaps was a tough and experienced enough horse to stand up against wealthy William Woodward Jr.'s favored Nashua and Mrs. John W. Galbreath's Summer Tan. "He hasn't raced enough yet," complained Tenney just two nights before the Derby. "It takes the fastest horse in the world quite a while to get used to the excitement." He also must develop a keen, competitive spirit. "Swaps," shrugged Tenney, "still likes to eat and sleep more than he likes to race."

The fact that Swaps is still pretty casual about his racing had nothing to do with Tenney's refusal to bet on him in the Derby. "I never bet," said Tenney. "I'll just put Swaps out there and let him run. Maybe he'll do it."



SWAPS STEPS OUT in the first quarter mile to pass Trim Destiny (*next to rail*). Nashua (No. 5) followed

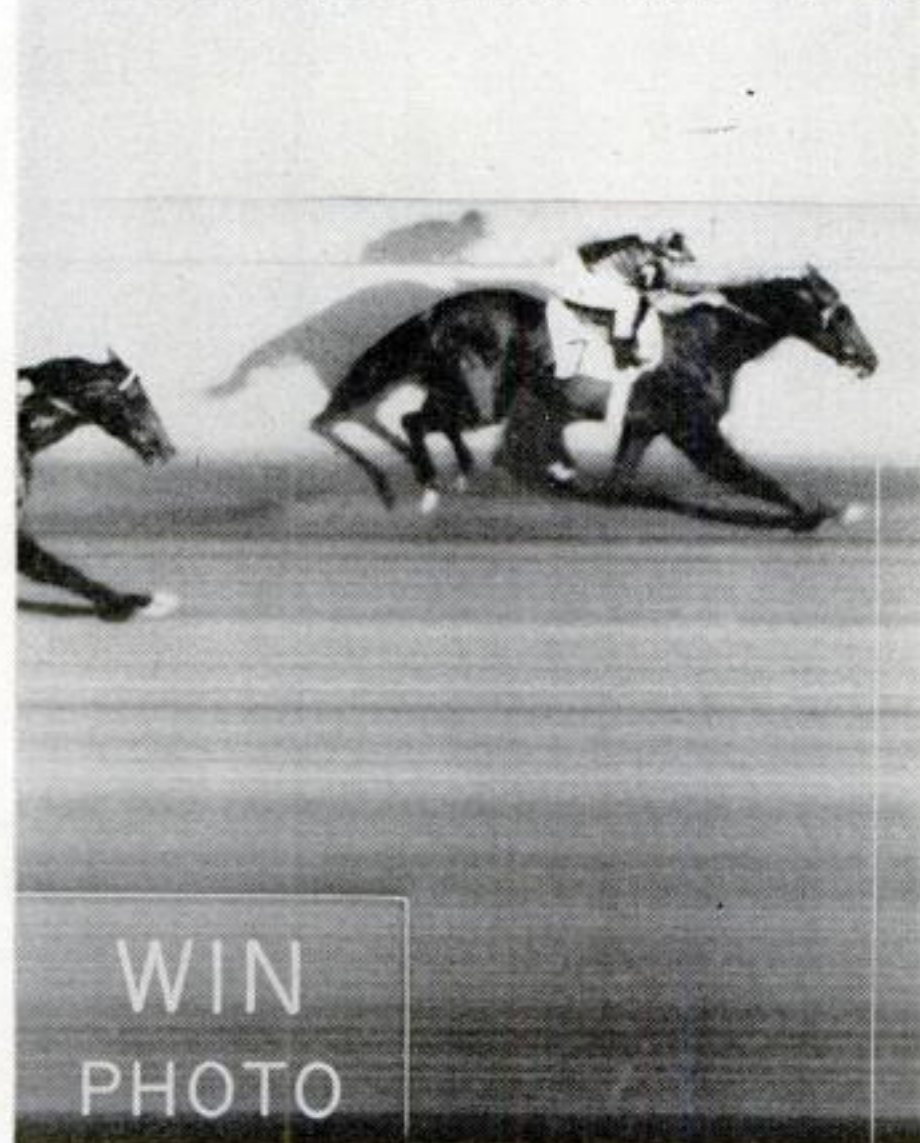
Swaps and stayed well within striking distance all the way but never could close the gap. When

Nashua made final challenge, Jockey Shoemaker said that Swaps "pricked up his ears" and ran away.



HEADED FOR ROSES, Swaps holds his lead over Nashua as they near wire with rest of field far back.

CHURCHILL DOWNS MAY 7 55



PULLING AWAY, Swaps wins handily, almost leaving Nashua out of the official photograph of the finish.



AFTER RACE, Swaps, led by Trainer Tenney, with Shoemaker up, already wears the wreath of roses.

THERE ARE WINNERS, LOSERS AND HOPERS



WEEPY WOMAN, Barbara Bashan, is soothed by Jim Nathan after she took refuge in rain and missed race.



DELIRIOUS WINNER, whose view of finish was blocked, leaps up as Swaps' victory is announced.



VICTORY VAULT is made by C. W. Allen who picked Swaps to win. He also had winner in previous race.

DERBY DEBRIS is picked over by "stoopers", hoping to find some discarded winning mutuel tickets.





A LOOK AT THE WORLD'S WEEK



AN AMERICAN CROONER

SENDING THE BRITISH

In London, Johnnie Ray fans, hoping to catch a brief glimpse of their hero, besieged the sold-out Palladium. Mindful of Australia, where fans had recently ripped up his pants, Johnnie appeared on the theater roof. Plainly in sight but well out of reach, he greeted the fans, who went wild and then dutifully went on home.

← TIMELY ACCORD

IN THE CLOCK CHAMBER

In Paris, in the Quai d'Orsay's Clock Chamber, a historic hour had come. Beneath a statue of Imperial France, Saar Premier Hoffmann (*center*) and French Foreign Minister Pinay (*standing at microphone*) signed the economic agreement between their countries that removed the last barrier to German sovereignty (*right*).

SOLEMN MOMENT →

FOR KONRAD ADENAUER

In Bonn, after the Saar agreement, Konrad Adenauer and the high commissioners of Britain and France (*foreground, left*) solemnly signed a document ending occupation of West Germany. The U.S. had signed earlier. The flag of the Federal Republic of Germany was hoisted as a band played *Deutschland Uber Alles*.



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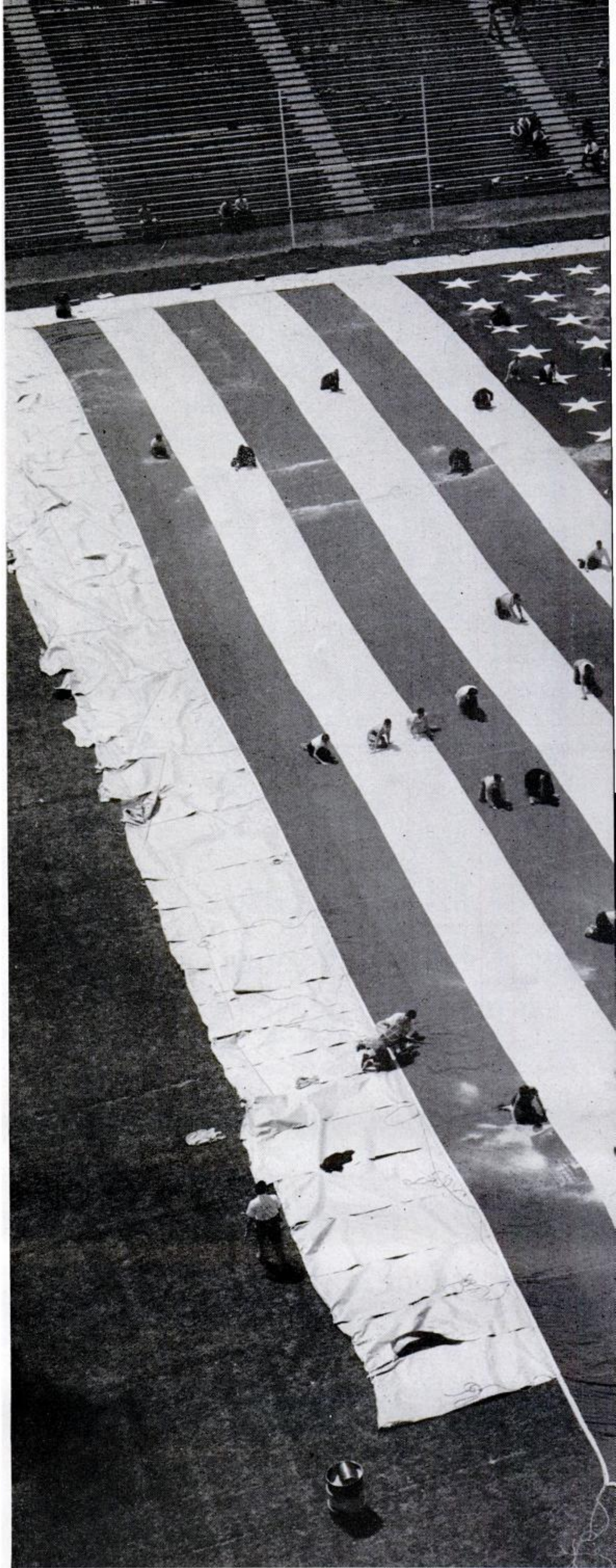
TWO SISTERS CECILIA

A famous nun met herself last week in a TV studio. There Sister Cecilia (left), once of Czechoslovakia, was introduced to the audience by Claudette Colbert who, for CBS-TV's *Climax*, had acted out the nun's heroic escape from the Reds in a play based on LIFE's article (May 17, 1954).



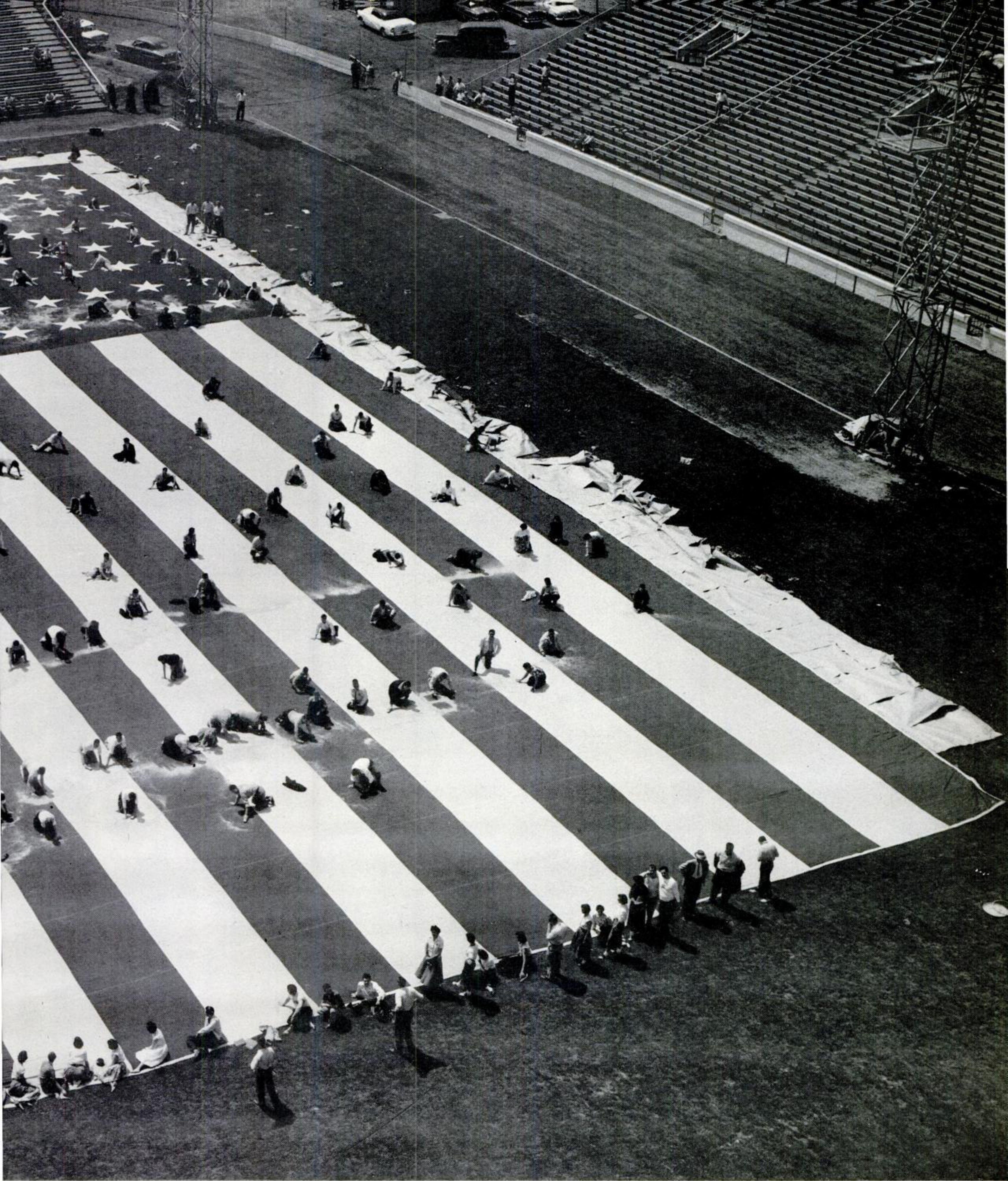
STRANDS WITHOUT STRINGS

The manufacturers of Richelieu costume jewelry last week came out with a stringless string of beads. The invention of a British electrical engineer, the plastic beads have pegs on one side and sockets on the other, can be snapped together to form bracelets or necklaces of any desired length.



← SEPARATION WITH HAPPINESS

In a rare operation, Prissana and Napit Popinyo, 23-month-old Siamese twins from Thailand, were successfully separated and last week posed in Chicago with their nurse. But also in Chicago, Rodney Brodie, severed in 1952 from his twin (who died), lay desperately ill of a brain hemorrhage.



CLEANUP FOR THE BIGGEST AMERICAN FLAG

In the University of Detroit stadium students were busily scrubbing the world's biggest American flag. To highlight its flag-cleaning campaign for Flag Day the American Legion proposed cleaning the J. L. Hudson Co.'s 235-foot banner, but no cleaner could handle it. Arranging for students to

do the job, the Legion found Hudson concerned over laying the flag on the ground. The Legion and Hudson huddled, decided to put a tarpaulin and paper under it. Though students had to walk on the flag, the Legion felt this was not trampling on it, a malicious act which is illegal in most states.



REVOLUTIONISTS GATHER AT SAIGON'S CITY HALL ON WORD THAT BAO DAI HAS TRIED TO TAKE ARMY. THEY HAVE TORN DOWN HIS PICTURE, TOSSED IT ON FLOOR

THE WOULD-BE COMMANDER'S UPS AND DOWNS



READY TO TAKE OVER, General Nguyen Van Vy and staff are confident after receiving Bao Dai's order, to replace Diem's commander of the army.



THE TIDE TURNS against General Vy (back to head showing at the far right) when he sees his aide grabbed by the supporters of Premier Diem.



AT PISTOL POINT, General Vy himself surrenders to his foes when Nbi Lang, a member of the revolutionary anti-Bao Dai group, points his gun at

him. Some of the revolutionists wanted to shoot the general right off but Premier Diem intervened in behalf of the luckless officer and saved his life.

NIGHT OF LURID DRAMA IN SAIGON PALACE

Bao Dai's general tries to take over in Vietnam

For one amazing night in Saigon's Doc Lap (Freedom) Palace, the unfolding history of South Vietnam read like a lurid melodrama. Outside, large sections of the city lay in smoking ruins, the battlefield on which Premier Ngo Dinh Diem's government had fought out its right to rule against the army of the Binh Xuyen sect (LIFE, May 9). Into the palace came General Nguyen Van Vy, inspector general of the army and an enemy of Diem. He carried orders from Bao Dai, chief of state in exile, that he take command of the army from Diem's chief of staff.

As Vy waited smiling and confident in Diem's office, word of his mission flashed through the wreckage-strewn streets. From city hall a revolutionary committee sent an armed and angry delegation to the palace demanding that Bao Dai be deposed and a new government formed. Confronted by this delegation, Vy crumpled.

In the dramatic series of pictures on these pages LIFE photographer Howard Sochurek, wandering through the palace and public buildings, shows what happened in the wild confusions of Saigon on that night.



AT SAIGON'S CITY HALL ANGRY CITIZEN TRAMPLES ON BAO DAI'S PICTURE



DOWNCAST GENERAL, Vy sits in palace parlor holding his nose while General Ty, the army commander he was trying to replace, holds his head.

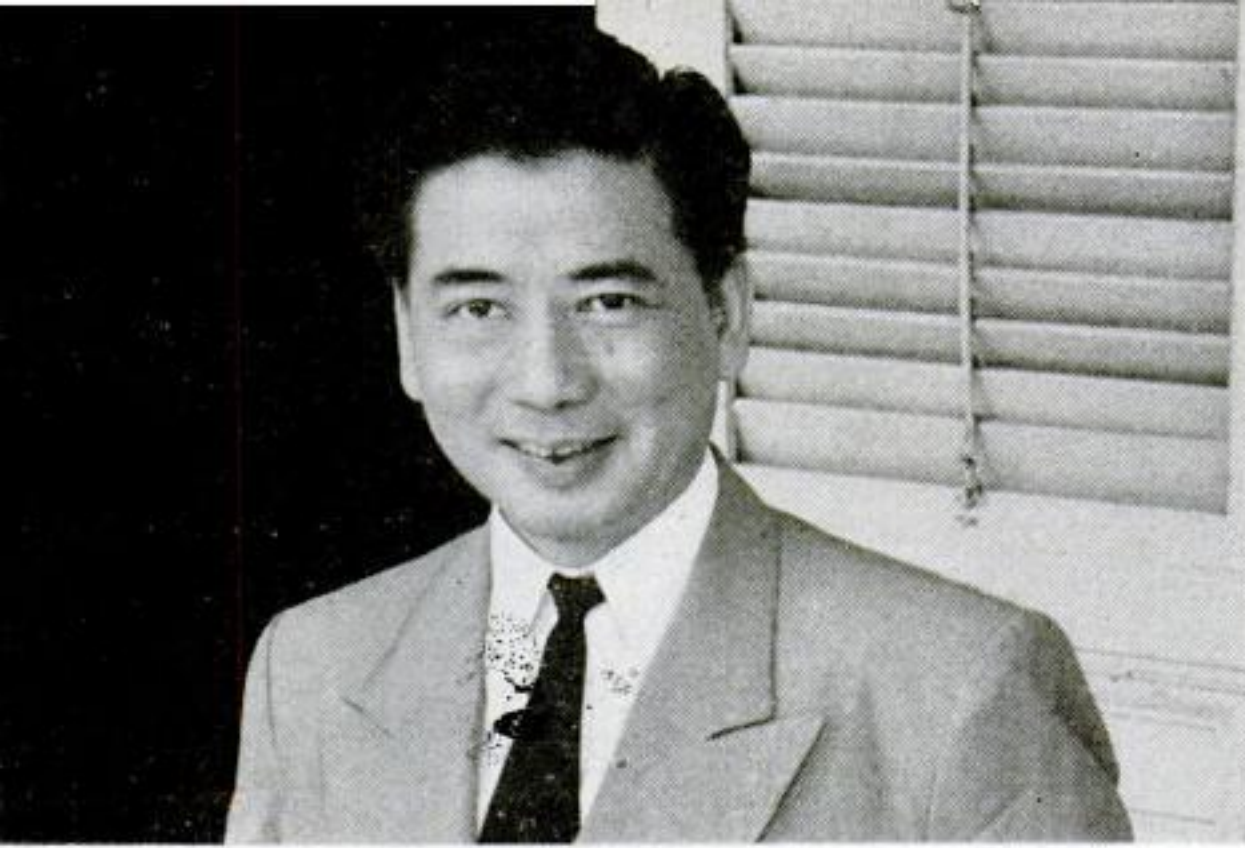
To all who came near him Vy muttered, "*Je suis pris*" (I am taken). He publicly read a paper they gave him in which he renounced his friend Bao Dai.



VY'S RESCUER, Paratroop Colonel Cao Van Tri of regular army, phoned at midnight threatening to shell the palace unless the general was freed.



FREE AT LAST, a weary Vy calls night's events "unfortunate" and declares he will guard public order until Bao Dai appoints a new government.



BONE-TIRED, DIEM SMILES AT END OF THE CRISIS

Drama in Saigon CONTINUED

FOR DIEM, VICTORY NOW BUT WORRY AHEAD

For 15 hours after he was released General Vy seemed to be making good on his move to take over affairs. But soon it became apparent that the army was not going to obey him. His orders were countermanded. He fled, leaving the city and power to Premier Ngo Dinh Diem.

A remote little man who had emerged from a Belgian monastery to lead his country back

from Communism's brink, Diem was steering a tricky course between French hostility on the one hand and American uncertainty on the other. As he seemed to be standing off the assaults of armed rebel sects and handling the complicated political groupings of his countrymen, his stature grew hourly. But his big job still lay ahead, long, hard and full of traps.

AFTER HECTIC NIGHT VIETNAM'S PREMIER PACES PALACE FLOOR AS HE AWAITS FOREIGN DIPLOMATS WHO WANT FIRSTHAND ACCOUNT OF THE DRAMATIC EVENTS





FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

Everybody enjoys it—even the cook!

You can fix Franco-American Spaghetti, piping hot, in no time at all!

IF YOU sometimes get bored with your own cooking, Mother, maybe it's because most meals take so long to prepare. But not hearty FRANCO-AMERICAN Spaghetti!

Just heat it for three or four minutes and pop it on the table—then settle back to enjoy some *wonderful eating!*

You'll get an extra kick out of the way your family goes for Franco-American Spaghetti. Its cheery tomato sauce with cheese tastes simply terrific—and, besides, this satisfying main dish is *fun to eat!* So don't be surprised if they like it as much as some dishes you slave hours over.

Be sure to let the youngsters have plenty, because Franco-

American Spaghetti is so *nutritious*. It contains important body-building proteins, and *energy* that everybody needs every day.

We promise that the better cook you are, the more you'll appreciate the ingredients in our sauce. We're talking about real shelf-cured Cheddar cheese now, along with just the right "homey" seasonings. And the kind of plump, vine-ripened tomatoes that win prizes.

One other point, before we forget, is that Franco-American Spaghetti rates a gold star for *economy*. Costs *less than 8 cents a serving!* Why not jot it down on your grocery list right now?



Colgate-Dr. West's **TWIN**★



★ STAR *Money-Saving Offer!* ★

Regular **47¢** giant size

COLGATE DENTAL CREAM

Whether you brush your teeth once, twice or 3 times a day . . . Colgate Dental Cream gives the *surest* protection all day long! The surest protection ever offered by any toothpaste. Because only Colgate Dental Cream—of ALL leading toothpastes—contains patented GARDOL* to clean your breath while it *guards* your teeth!

*Colgate's trade-mark for Sodium N-Lauroyl Sarcosinate. Patent No. 2,689,170

Regular **59¢** **DR. WEST'S**

MIRACLE-TUFT TOOTHBRUSH

Only Dr. West's Miracle-Tuft is shaped to fit your dental arch exactly. The bristles in its famous two-way curved brushhead do a *correct* brushing job—clean inside, outside and in between your teeth. These waterproofed "Exton" brand bristles never get limp and soggy—are quick drying. And only Dr. West's of all toothbrushes reaches you surgically sterile, hygienically sealed in glass.

Both only

79¢

★★ You'll clean your teeth *better*—have the *surest* protection against decay and bad breath when you team up Colgate Dental Cream and a Dr. West's Miracle-Tuft Toothbrush. They're the top two of dental care. By far the most popular of all dentifrices or toothbrushes. Get the Colgate-Dr. West's twin-star money-saving offer. Save 27¢!

REGULAR VALUE \$1.06

*Better hurry! Never before
such a saving on the top two*



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*It's
Four Roses time
in Boston*



EVENING ON BEACON HILL, BOSTON

No other whiskey
can match the flavor
of Four Roses.



As the sunset paints the windows of Beacon Hill, the people of Boston are saying: "It's Four Roses time." For here . . . as in other cities and towns all over the country . . . the smooth, distinctive flavor of this superb whiskey gives people a special pleasure . . . an unequalled taste that makes Four Roses far finer than any other whiskey.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.9 PROOF. 60% GRAIN NEUTRAL SPIRITS.

REVOLUTION IN VIETNAM

The chaotic situation in South Vietnam has suddenly taken on the classic outlines of a nationalist revolution (*see pp. 48-50*). Every son, daughter and even distant admirer of the American Revolution should be overjoyed and learn to shout, if not to pronounce, "Hurrah for Ngo Dinh Diem!"

We should keep our fingers crossed, of course. Diem's task, which is just beginning, looks more complicated than George Washington's. He has not one enemy but several: the Communists, the French, the Binh Xuyen gangsters and probably others lurking in the rice fields, to say nothing of the backwardness of his own people. He has but half a country, bisected by last summer's Geneva treaty and swamped by more refugees (nearly a million) than ever fled from Communism across so narrow a border in so short a time. He is surrounded by inexperience (including his own), corruption (of which he at least is free) and intrigue. He has the added handicap of owing his title of premier to the absurd and absent Bao Dai, his tottering "chief of state." But Diem's political assets, if he can use them right, are just what his country needs.

"The Asian," says Carlos Romulo of the Philippines, "has been rendered deaf and blind to the Communist menace by his determination that the White Man shall not rule again." Like Romulo himself, Ngo Dinh Diem is a conspicuous exception to this rule. He is a Roman Catholic and a simon-pure Vietnam nationalist, thus doubly proof against Communist

force or blandishments. But although he grew up in the French colonial service, he is equally free of the French taint. By defying the French and defeating their favorite racketeers (the Binh Xuyen) in battle, he has now established his credentials as a popular leader. Said a French official last week, "I don't like the man, but I have seen a master politician at work these last few days."

Diem's growing strength immensely simplifies the task of U.S. diplomacy in Saigon. That task is, or should be, simply to back Diem to the hilt. Our special ambassador in Saigon, "Lightnin' Joe" Collins, appears to have wobbled a bit when the question arose last week whether Diem should cut loose from Bao Dai or not. The French and British, for their own obscure reasons, have argued that Bao Dai should be propped up a bit longer on his papier-mâché throne. Collins briefly bought their argument that Bao Dai represents a needed "legitimacy."

If Bao Dai did represent "legitimacy" he might be worth saving, for Diem and his war-torn country need all the peace props they can get. But legitimacy is not as simple as all that. In a country struggling to shed French imperialism while resisting the Communist variety, the only stamp of legitimacy that can help keep a government in power is the stamp of nationalism and independence. Not Bao Dai but Diem is beginning to give his government that stamp. Good luck to it!

REVOLUTION IN THE U.S.

In many ways those of us now passing middle age have within our lifetime experienced a greater advance in our material standard of living . . . than occurred in all the previous centuries of Western history.

This striking statement sums up the import of 1,148 pages of the Twentieth Century Fund's new monumental study, *America's Needs and Resources*. The change suggests to A. A. Berle Jr. (in his introduction to the survey) that the U.S. "has not merely climbed to a new plateau but is ascending heights whose upper limit is not yet measurable, and at an accelerated rate of speed." One might wish that old Henry Adams could be here to see it, for as long ago as 1900 he was predicting such acceleration, noting that energy, which Newton and others had thought was limited, is really inexhaustible, and that the "new American," as the world's master technologist, must be "the child of incalculable coal power, chemical power, electric power and radiating energy, as well as of new forces yet undetermined. . . ." He would not have been surprised at such developments as these:

- One U.S. worker today with power tools turns out as much in a 40-hour week as three men in 1850 could produce working a 70-hour week.

- In 1850 almost two thirds of all U.S. energy was muscle power, human or animal; in 1950, less than 2%.

Moreover, as Henry Adams foresaw and as the survey affirms, this fantastic growth keeps accelerating. By 1960, the survey predicts, the U.S. will have 177 million people, 69 million jobs, a 36.5 hour week, an average income of \$6,180 per household, a gross national product of \$413.5 billion (up 29% from 1950). If our productivity keeps rising, 100 years hence a day's work of seven hours can equal today's output of a 40-hour week. If H-bomb energy can be somehow harnessed, the power in a cubic mile of sea water would supply 1950's rate of energy needs for 300 centuries. And despite the furious rate at which we chew up raw materials, technology keeps increasing the supply—e.g., the greater energy yield from coal makes the power potentials of present reserves actually greater

than those of a half century ago despite the 23 billion tons burned up since.

Why did the U.S., rather than some other country, become the master technologist, producing almost half the world's factory goods with less than 7% of its population? Fate, thought, politics and geography all played a part. A hybrid population, "spreading rapidly over a new continent," created "a political and social climate favorable to invention and innovation, to the growth of individual enterprise, to the willingness to take risks and invest capital." It was due not least to America's social fluidity, the absence of an aristocratic attitude toward trade as an occupation. Thus "of all the great industrial nations, the one that clings most tenaciously to private capitalism has come closest to the socialist goal of providing abundance for all in a classless society." This legacy has given us "a level of material well-being which is beyond even the comprehension of the vast majority of the world's people."

But for that very reason, one must add, it has given us even greater responsibility. For if America can liberate man with machines, it will have to use more of its growing wealth and strength for two purposes that cannot be trusted to fate alone.

One is the quality and proportion of our own civilization. Our great gains in income have been paralleled by a failure to meet the nation's needs in schools and roads and medical care. The latter, the survey predicts, will be our greatest single shortage by 1960.

There is the much bigger problem of the rest of the world, especially its "backward" areas. The problem there is not one of sharing the results of our wealth, but its causes; not of voting enough dollars for foreign aid (although we are not voting enough), but of making them effective. A law partner of the late Senator Taft, John Hollister, has just been named to administer the government end of this program. If he is in any doubt of the possibility that men can be gradually liberated from their age-old slavery of toil, he would do well to read *America's Needs and Resources*.



JOYOUS BEDOUINS, urged on by crowds outside the palace where wedding ceremony took place, careen in a toned-down version of tribal war dance.

JORDAN'S KING TAKES A WIFE

Hussein weds intellectual cousin

As his subjects jammed the rooftops, balconies and streets of Amman, Jordan's King Hussein, about to turn 20, took for his bride a handsome distant cousin, Princess Dina Abdul Hamid. Respecting Moslem tradition, which minimizes woman's ability to manage her own affairs, Princess Dina—who at 26 has a master's degree from Cambridge and has taught English literature at Cairo University—stayed out of sight while the marriage contract was signed. Then the bride and groom drove in separate corteges through mobs of giddy well-wishers as desert warriors thumped on goatskin drums and an Arab band droned shrilly on bagpipes.

For so young a monarch the adulation was reassuring. Hussein was a schoolboy in England nearly three years ago when his father, King Talal, became mentally incompetent and was deposed. Called home, the boy formally became king on his 18th birthday. Although addicted in the past to fast sports cars and airplanes, Hussein began his marriage with a mature decision. Seconded by his intellectual bride, he channeled all wedding gifts of money into a fund for refugees and national guard.

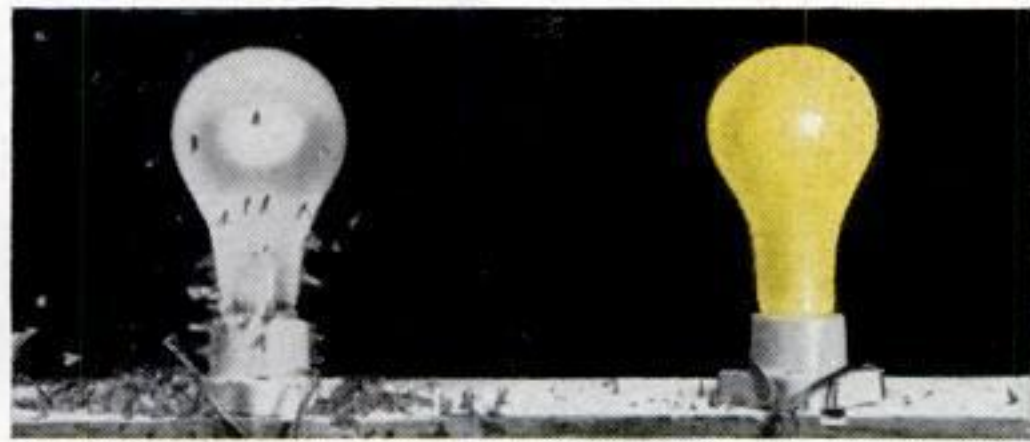


← **BAND PIPER**, with cheering members of the Arab Legion, keeps up his piping after milling crowds in an Amman street force army truck to a standstill.

ROYAL NEWLYWEDS, led by Hussein's young brother and sister, pass under royal standards on their way to a formal audience with king's mother.

Don't get BIT...get BUG-A-WAY!

The WESTINGHOUSE bulb you'll love—bugs hate



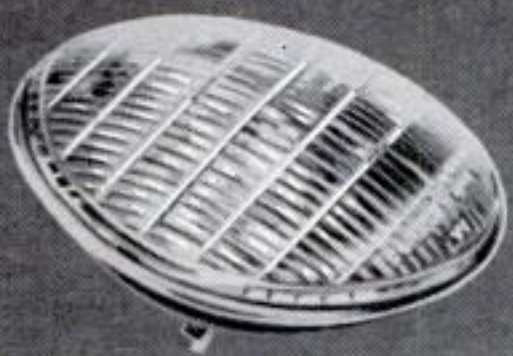
BUG-TEST AMAZES EVERYONE—Bugs flock to ordinary bulb (left). BUT—practically no bugs around BUG-A-WAY bulb (at right). Insects hate it. You'll love it—outdoors. Use it for porch, patio, lawn parties. Get Westinghouse BUG-A-WAYS today.



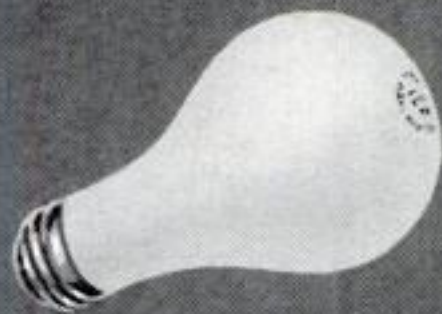
YOU CAN BE SURE...IF IT'S **Westinghouse**



Wherever you use light, use Westinghouse



SAFE-T-BEAM HEADLAMPS . . . Get a pair today . . . drive safer tonight. Exclusive Westinghouse 2-beam Glare Shield gives best See-ability in fog, rain, snow.



EYE SAVING BULBS . . . New kind of bulbs that soften light to protect sight . . . reduce reflected glare that causes tired eyes, headaches. Buy Eye Saving bulbs for every room in your home.



PHOTO FLASH BULBS . . . Hard-to-get pictures become easy snaps with Guaranteed Westinghouse flash bulbs. They flash every time . . . or new bulb free. Get them today.



FLUORESCENT LAMPS . . . Long-lasting (average life at 6 hours per start now 9400 hours) . . . bright end to end . . . matched for color. Get Westinghouse fluorescents for homes, stores, offices and industry.

TUNE IN TV'S TOP DRAMATIC SHOWS... WESTINGHOUSE STUDIO ONE AND BEST OF BROADWAY

VICTIMS AT YUCCA FLAT

Mannequins show varied effects of atomic blast

A day after the 44th nuclear test explosion in the U.S. rent the still Nevada air last week, observers cautiously inspected department store *mannequins* which were poised disheveled but still haughty on the sands and in the homes of Yucca Flat. The figures were residents of an entire million-dollar village built to test the effects of an atomic blast on everything from houses to clothes to canned soup.

The condition of the figures—one charred, another only scorched, another almost untouched—showed that the blast, equivalent to 35,000 tons of TNT, was discriminating in its effects. As one phase of the atomic test, the village and figures help guide civil defense planning—and make clear that even amid atomic holocaust careful planning could save lives.



FALLEN MANNEQUIN IN HOUSE 5,500 FEET FROM BOMB IS PRESUMED DEAD



UNBURNED, a lady mannequin with wig askew is wearing light-colored dress which absorbs less heat.



BURNED UP except for face, this mannequin, like those above and at left, was 7,000 feet from blast.

← SCORCHED, male mannequin in suit of dark fabric indicates a human would be burned but alive.

In May 30 issue: destruction of the village in four pages of color

The leaner* meats go into **Libby's**
 **Richer in protein...Bigger in value*



NEW! Libby's Spanish Rice

The one with rice so firm and tender
 ...such zesty tasting sauce!



*So good to have on hand
 for fixing meals in minutes!*

When time's a-flying and everyone's hungry, there's nothing greater to have in the house than Libby's Canned Meats. Pick any one . . . in *minutes* you're serving a hearty main dish that suits every taste to a "T". The wonderful good eating will tell you what extra care Libby takes in fixing these canned meats. And, of course, the leaner meats in Libby's mean big value and solid nourishment, too. Be prepared! Get a variety of Libby's jiffy, meaty meals next time you shop.

Libby, McNeill & Libby, Chicago 9, Illinois



Whirl into summer with a Flutterby Petticoat

BY CAROLYN SCHNURER

Here's your chance to own the prettiest, daintiest petticoat ever to swirl out the skirts of a summer dress. An exclusive design by Carolyn Schnurer.

All nylon... with a 7-yard sweep at the hem, edged in blue lace. Washes like a dream, keeps its crispness, needs no ironing. White only, in small, medium, and large sizes.

All the directions are listed below. This offer expires August 31, 1955. Send today for your "Flutterby" Petticoat.



Only \$2

CERTIFIED \$6 VALUE

... with name cut from any one of the packages shown.

NEW DESIGN MODESS... the only sanitary napkin that has the whisper-soft fabric covering. No gauze—no chafe.

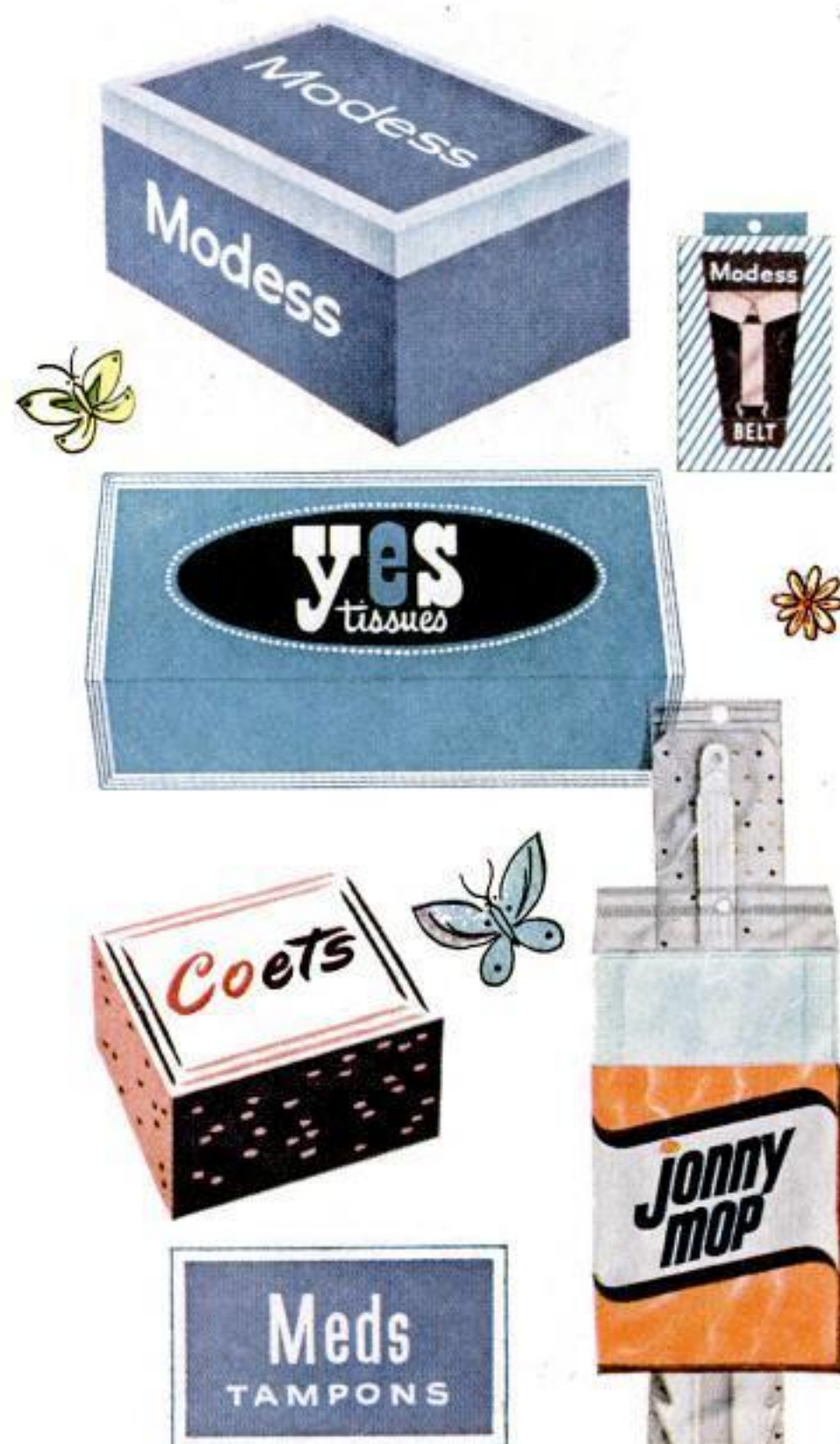
MODESS SANITARY BELTS... especially designed for comfort and security... with exclusive non-slip fasteners.

COETS... quilted cotton squares; the perfect cosmetic accessory.

"JONNY" MOP... the fastidious bathroom accessory... each pad cleans toilet, then magically flushes away.

YES TISSUES... wondrously soft... the only facial tissues that stop growth of germs.

MEDS TAMPONS... so safe, so comfortable, so protective.



PERSONAL PRODUCTS CORP., BOX 45, BROOKLYN 1, N. Y.

Please send me () "Flutterby" Petticoat(s). For each petticoat I am enclosing name cut from a package of one of the following: Modess, Modess Belts, Coets, "Jonny" Mop, Yes Tissues, Meds; and \$2 in () cash, () money order. Check petticoat size: () small, () medium, () large.

NAME _____
PLEASE PRINT

STREET _____

CITY _____ STATE _____

Offer good in U.S.A., Hawaii and Canada (P.O. Box 1544, Toronto). It is void in any state or locality where prohibited or otherwise restricted. Please allow 3 weeks for delivery, except in Hawaii. Offer expires August 31, 1955.

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NEW HOME PERMANENT GIVES ANY TYPE OF HAIR

The wave you need for the hair style you want!



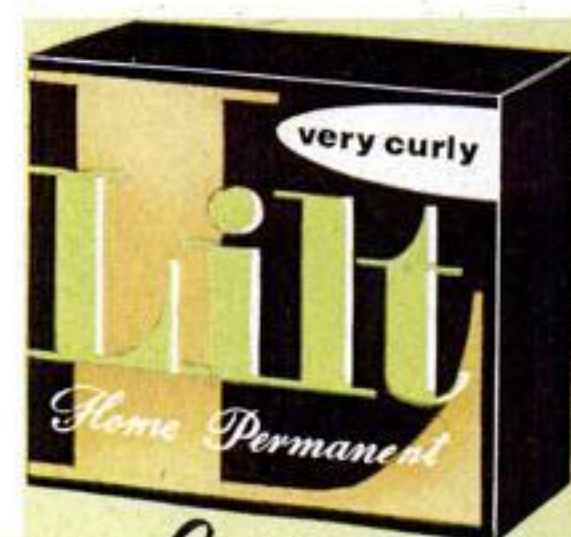
Loose-Casual Lilt

New! Loose-Casual Lilt to give you a **loose, casual wave** for hair styles like these—



Medium Lilt

New! Medium Lilt to give you a **medium wave** for hair styles like these—



Very Curly Lilt

New! Very Curly Lilt to give you a **very curly wave** for hair styles like these—

Never before have home permanents been created to give any type of hair the right degree of curl, wave and body... to suit the hairstyle you prefer!

The new conception is so different, yet so simple, really. Never until now, could you select a wave to suit the hairstyle you have in mind — regardless of the type of hair you have. Now you can, because Lilt has created three new home permanents, each specially developed to give the wave you need for the hairstyle you want.

If you like a carefree, "just-brushed" hairdo — something on the casual side — then you need **Loose-Casual Lilt**, for a loose, casual wave. It gives your hair a little body, and a soft, flowing curl. So you can set the style you want — quickly, surely and perfectly.

Or you may choose **Medium Lilt** for a medium wave, and avoid extremes on either the casual or curly side. Medium Lilt gives you plenty of curl to do what you like in the way of sweeping rolls, or end curls. But there's never a "tight" look to it.

Very Curly Lilt gives you a very curly wave, for firm curl where you want it and lots of body. You can set it to all-over curly styles, to more sophisticated "sculptured" lines, or to a richly feminine, deep wavy look.

Three new home permanents — three new waving lotions, Loose-Casual Lilt, Medium Lilt or Very Curly Lilt. Just pick the degree of wave you want and Lilt does the rest. Forget about "hard-or-easy-to-wave" problems. With new Lilt, you can be sure of getting the wave you need for the hairstyle you want — with any type of hair.

\$1.75 plus tax

©1955, The Procter & Gamble Co.

3 brand new **LILT HOME PERMANENTS**

SOVIET SMILES ON AUSTRIA

Long-delayed peace comes closer,
long-held prisoners are released

In Vienna the Russians were showing that they meant what they had been saying about coming to terms on Austria. Having promised Chancellor Julius Raab last month that they were ready to sign the six-year-old Austrian treaty, they came to a conference of ambassadors and proceeded to speed the agreement.

The West objected to a Russian demand that Austria urge East European refugees to return to their homelands. The Russians dropped the demand. The Austrians wanted an army larger than the 53,000-man force set up in the treaty. The Russians thought that too was all right. It was clear that if the Russians kept agreeing in this manner the treaty would soon be set for signing.

The Russians even gave concrete tokens of their new amiability. From slave labor camps they sent back the first of some 700 Austrians imprisoned in Siberia. Austrians rejoiced as their freed countrymen climbed off a train and into the arms of waiting relatives (*below*).

The Russians had lost their battle against West German rearmament in France. Now they were trying to win it in Austria by giving that country all the things that West Germany wants so much—a united nation and the release of its prisoners. This, they hoped, would convince Germans that they could get more out of dealing with the Russians and staying neutralist than by building up their own strength.

AT THE TREATY CONFERENCE, starting at the top, are U.S., France, Britain, Russia and Austria.

PRISONERS' RELATIVES gather, some to greet those returning, others to seek news of lost kin.



Austria CONTINUED

TRAIN FROM SIBERIA, JOY FOR ONE MOTHER



MOTHER'S KISS welcomes Johann Schlossnickel, 25, who was 18 when Reds arrested him as "spy."



WAITING FOR JOHANN, ready to disembark, Mrs. Schlossnickel (*top*) clasps hands of stranger

as she listens to son call "*Servus Mutti*" (Hi, mom). Then (*below*) she smiles as he finally comes to her.

← **AT VIENNA HOME JOHANN (RIGHT) IS CHEERED BY NEIGHBORS**

CONTINUED ON PAGE 66



Robert directs Ralph Bellamy in an entertaining role

An actor of considerable parts, Mr. Bellamy has starred in over 80 films, solved countless baffling cases as one of television's top sleuths, and has lately appeared in a succession of stage hits.

But in his private role of the good host, he was recently most pleased to get some expert advice

from Robert Anthony, our Walker's DeLuxe butler.

Robert covered every step in the making of superlative old-fashioned, with special emphasis on the most important step of all: choosing your whiskey.

As we all know, no drink can be better than the

whiskey used in it. And this is the very reason why we suggest Walker's DeLuxe for every drink you order or make. Walker's DeLuxe is Hiram Walker's finest bourbon—aged 7 years in oak, elegant in taste.

It is one of the world's great whiskeys.

Why not try Walker's DeLuxe yourself, soon?

7-year-old Walker's DeLuxe—the most elegant whiskey you can serve

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 90.4 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.



*Is there
an air of
freshness
about you?*

...are you really lovely to love?

How confident you feel! There's an air of freshness about you always when you use Fresh Cream Deodorant.

Your underarms are dry . . . and they stay dry. There's no worry about stains that spoil clothes. No offensive underarm odor. Fresh contains the most highly effective perspiration-checking ingredient now known to science.

You'll love using Fresh. It's a pure

white cream, with a soft, subtle scent. And Fresh has a fluffy, whipped-cream texture . . . never a trace of stickiness or greasiness. Fresh Cream Deodorant is so kind to your skin, too.

For an air of freshness, use Fresh Cream Deodorant every day—be sure you are lovely to love, always.

FRESH is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada

a **FRESH** girl
is always
lovely to love



ONLY WOMAN among the released prisoners was Agathe Hulak. Here she rides in a bus which met the train. Her husband remarried during her 10-year absence. The prisoners' families were permitted to ride with them in the bus.



OLDEST PRISONER Anton Kuchalk, 59, onetime police lieutenant in Linz, is greeted by well-wisher (right). He worked out 10-year espionage sentence as a swineherd. His quilted coat is standard Red concentration camp clothing.

ARE YOU ONE OF THE 19 MILLION PEOPLE WHO'D LIKE TO KNOW MORE ABOUT STOCKS?

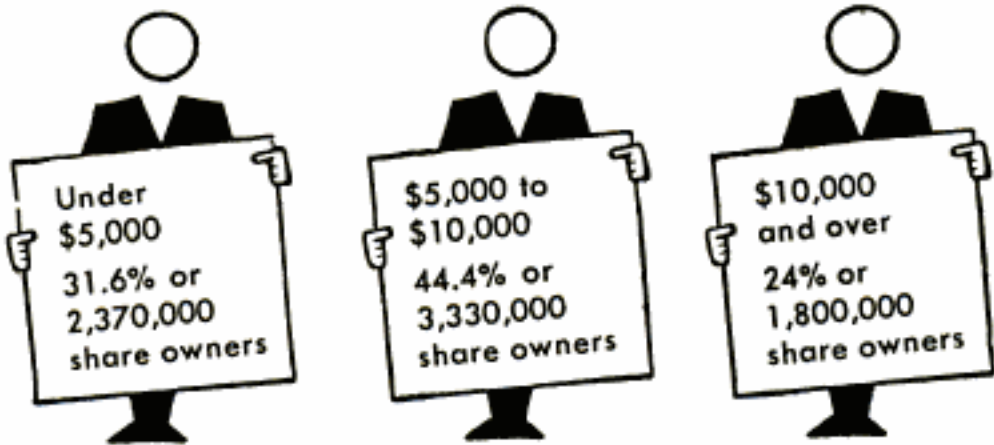
At least 19 million people would like to learn more about common stocks, according to a recent nation-wide study. If you're one of them and want to consider the pros and cons of investing in stocks, the following facts and suggestions may be helpful.



1

DO YOU HAVE TO BE RICH?

Far from it, as shown by these family incomes of the nation's 7½ million share owners:



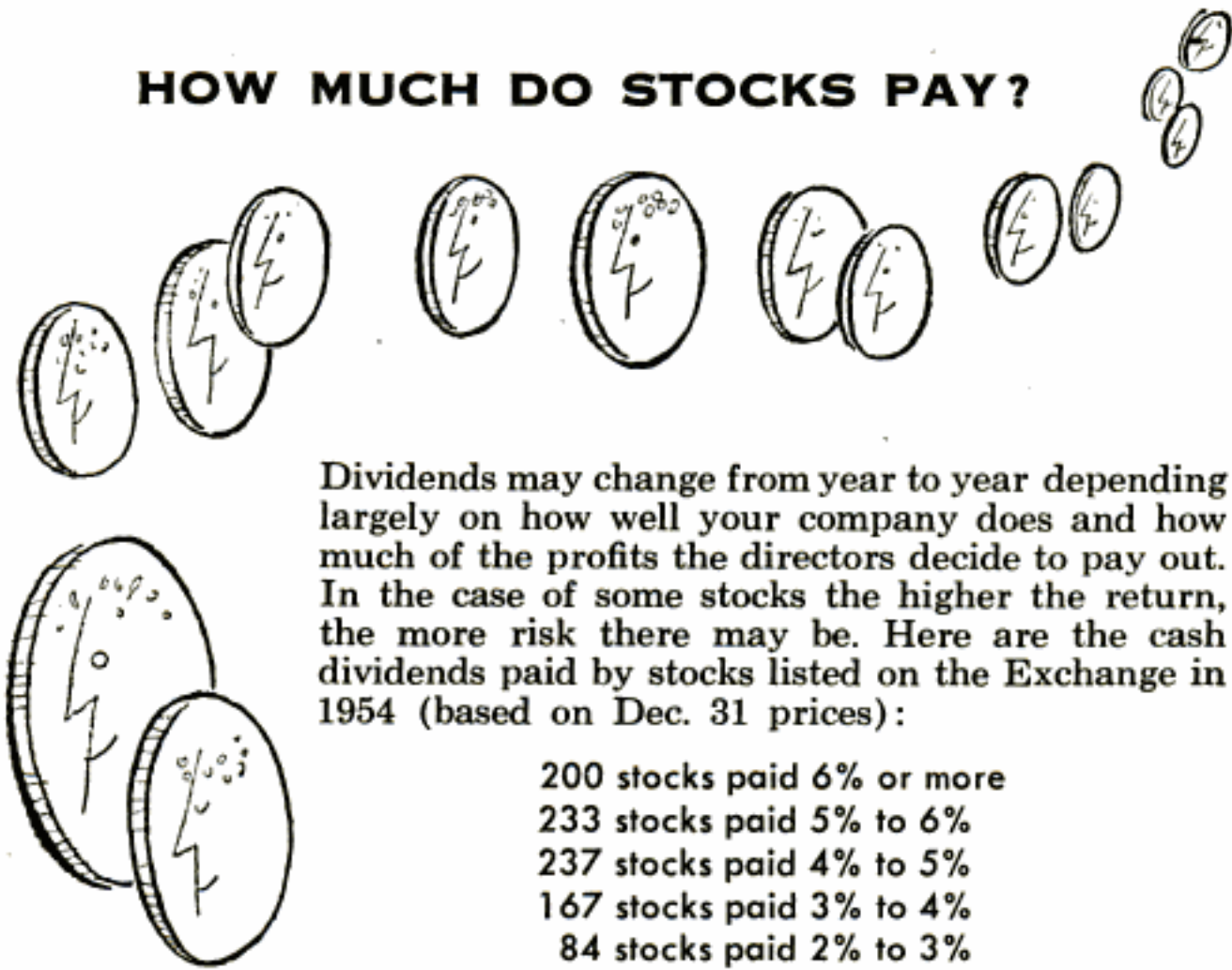
YOU CAN NOW BUY STOCKS FOR AS LITTLE AS \$40 EVERY 3 MONTHS. With the new pay-as-you-go Monthly Investment Plan you can invest regular amounts at regular intervals (up to \$1,000 every month). The plan takes advantage of dollar cost averaging: because you buy in fixed dollar amounts you get more shares of a stock when its price is low and fewer shares when it is high.

You can benefit from temporary downswings in the price of the stock, provided its long-range price trend is upward and you continue your periodic purchases. A Member Firm of the New York Stock Exchange will be glad to give you details.

TWO POINTS TO REMEMBER before you invest in common stocks: be sure you have a cash reserve for emergencies; be sure you have some life insurance.

2

HOW MUCH DO STOCKS PAY?



200	stocks paid 6% or more
233	stocks paid 5% to 6%
237	stocks paid 4% to 5%
167	stocks paid 3% to 4%
84	stocks paid 2% to 3%
47	stocks paid under 2%
108	stocks paid no dividends.
1,076	

DO BE CONSERVATIVE! Undoubtedly you're aware that owning any business involves some risk and it's the same with owning stocks. But there are well-known, established companies listed on the Exchange that have long records of steady growth. Moreover, 297 common stocks on the Exchange have paid cash dividends every year for 25 to 107 years.

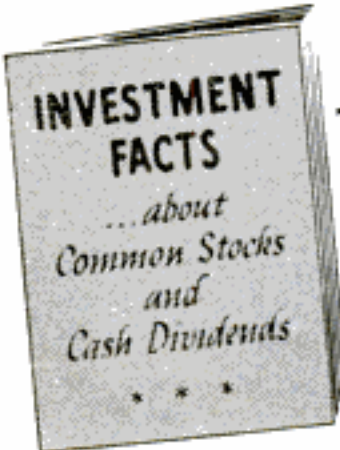
3



DON'T FALL FOR "GET-RICH-QUICK" SCHEMES

People who invest on a sound basis are wary of tips and stocks they can't check up on. You *can* check on listed stocks. These companies are required to put out annual financial reports and the great majority, quarterly statements of earnings.

Investors can always obtain the market prices of listed stocks from Member Firms of the New York Stock Exchange. Also, many newspapers throughout the country publish daily prices of stocks traded on the Exchange.



FREE BOOKLET tells you what stocks are, what cash dividends particular stocks have paid, how to buy stocks and about the new pay-as-you-go Monthly Investment Plan. For free copy of *Investment Facts*, get in touch with your local Member Firm or if you don't know the address of a Member Firm, write directly to the New York Stock Exchange, Dept. LF-1, P. O. Box 252, New York 5, New York.

4

BEFORE YOU INVEST, GET THE FACTS



You don't have to spend a nickel to get information about a company listed on the Exchange. A registered representative with any Member Firm will be glad to get the facts for you without obligation. You'll also find it pays to talk over your financial objectives with him.

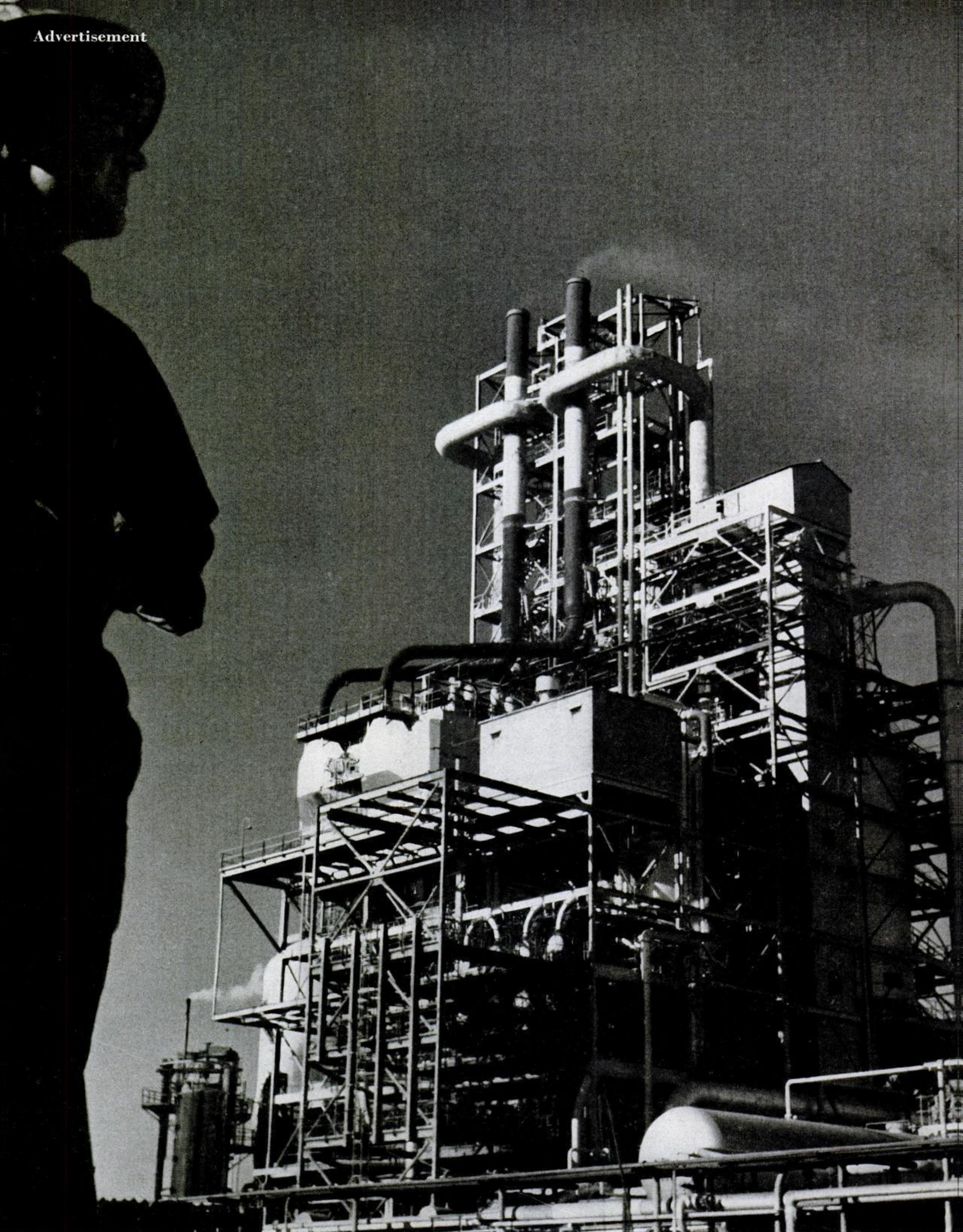
We can't give you *all* the facts about investing on this page. So if you'd like to think about an investment — whether large or small — or if you just want additional information, get in touch with a registered representative in a Member Firm. He doesn't have a crystal ball but he'll do his best to give you experienced, friendly help.

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They help create more jobs, produce more goods and provide funds for the forward surge of our still expanding economy.

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Every single working day Equitable alone invests an average of more than four million dollars into the U.S. economy!

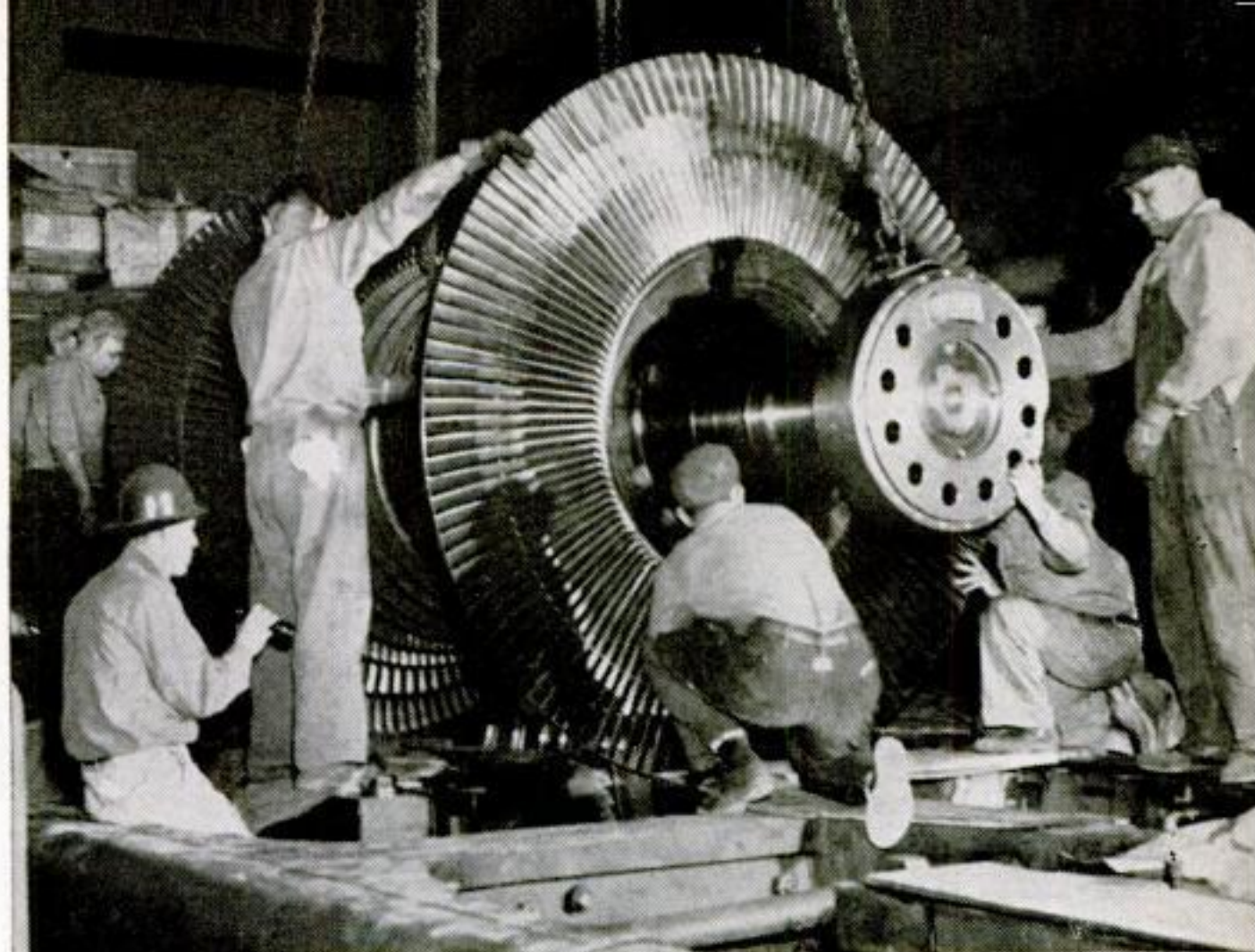
These dollars go to steelmen . . . lumbermen . . . dairymen . . . men in metal, machinery, retailing, chemicals . . . men of a hundred businesses with growing needs for private investment capital. Working with these men, working for these men, Equitable dollars earn interest which helps keep the cost of insurance low for millions of Americans.

It all adds up to a constantly expanding economy. Today more and more people are buying insurance. This, in turn, provides more insurance dollars for investment in industry and business — which, in turn, creates more jobs for Americans. These jobs mean that more wage earners can afford more cars, more television sets, more homes, more comforts . . . *and more Living Insurance to protect themselves and their families.*

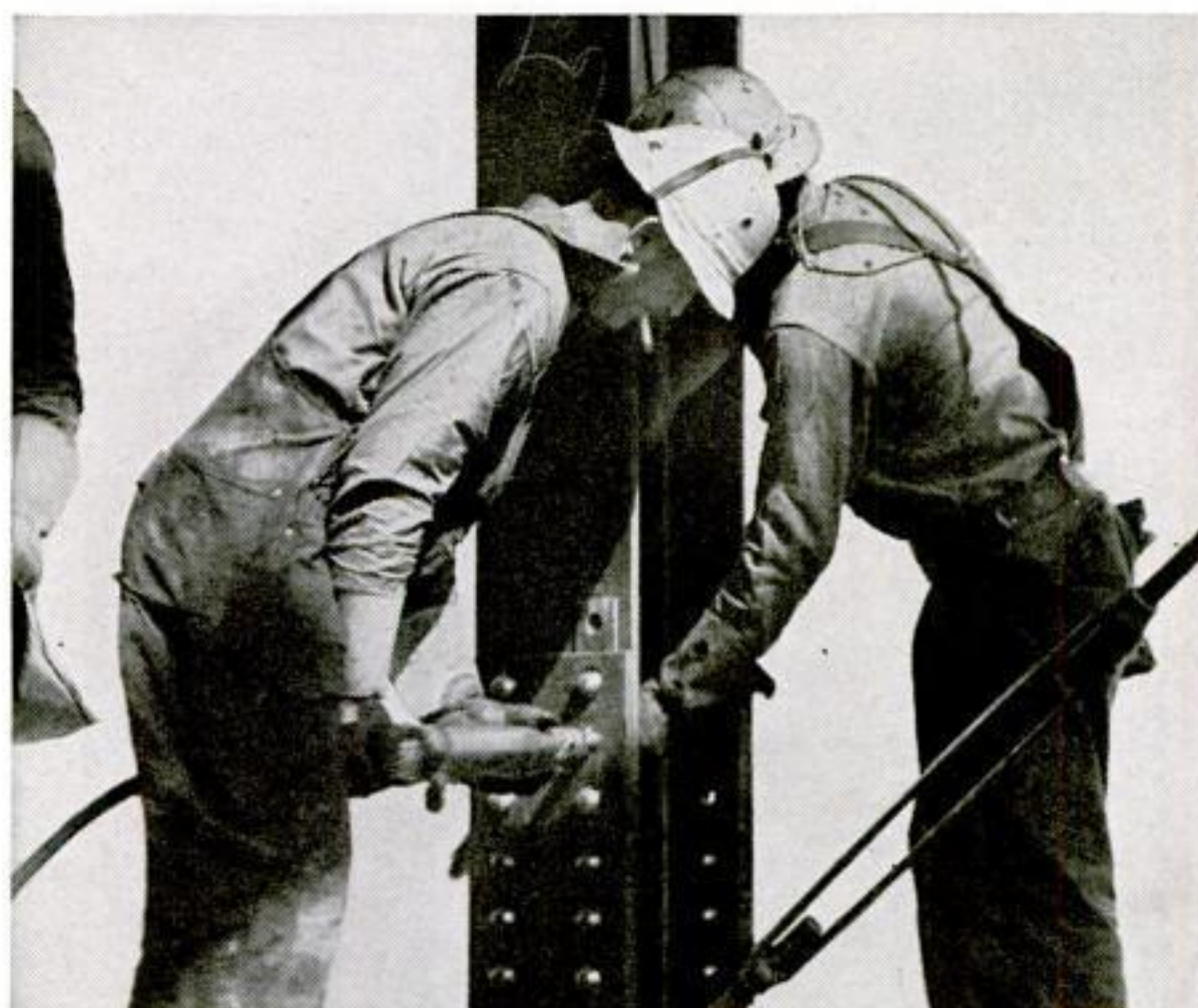
The Equitable Life Assurance Society of the U.S.
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*Living Insurance means benefits for the living — for the policyholder while he lives and, if he dies, for the family who lives on after him.

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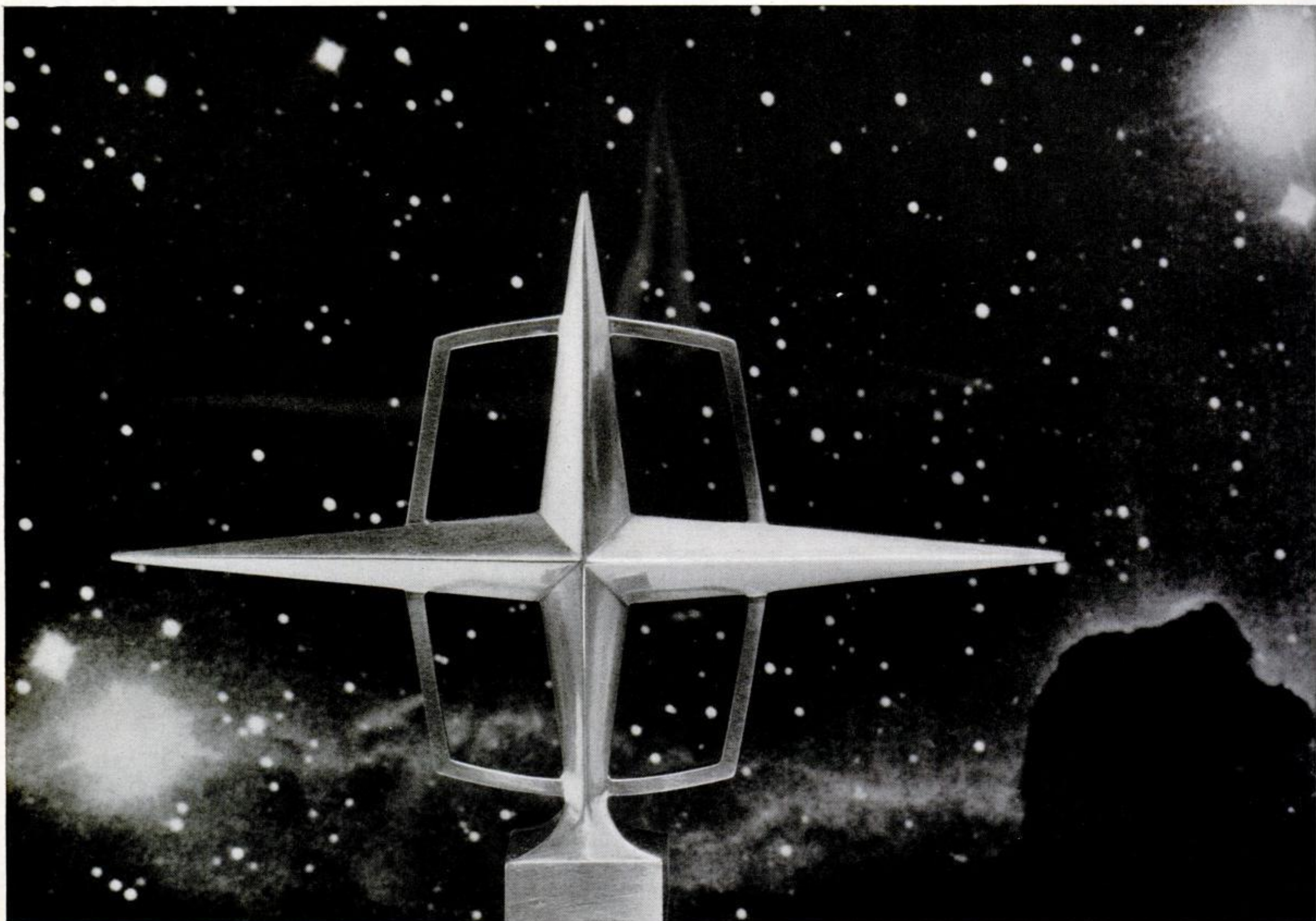
DOLLARS FOR CONSTRUCTION. Giant redevelopment projects—apartments—stores—office buildings—are made possible with funds from Equitable.



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DOLLARS FOR AGRICULTURE. A well-fed nation needs good farms, orchards, dairies, and ranches. Their owners use Equitable funds for business and expansion needs.





Rebirth of a proud tradition...

the Continental Mark-II

Through years and years of producing fine motor cars, America has built up engineering skills and resources that no other land in the world can match.

One of the finest examples of this was the wonderful Lincoln Continental which was created in 1940 by the Ford Motor Company and is still, even today, considered one of the most

distinctive and most admired cars in America.

Now the Ford Motor Company proudly announces it is building a new Continental—inspired, in part, by the great car of the 40's.

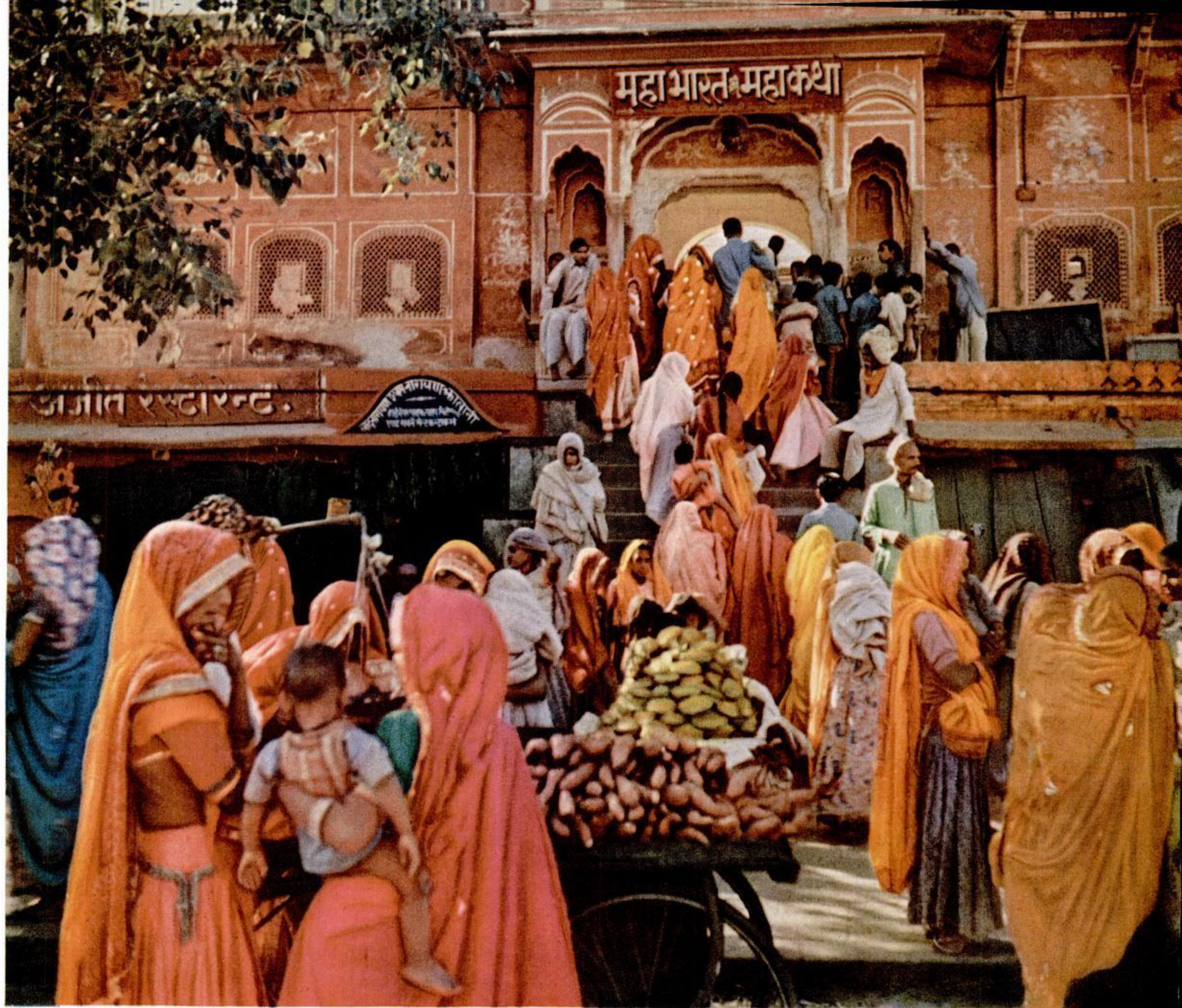
The Continental *Mark-II* will embody elegance and dignity. Yet, it will be a daring and dramatically modern car, too. And, in the character and the quality of its building, it

will surpass even the beloved Lincoln Continental. For we are determined to make the new Continental as fine a motor car as the world has ever known.

When, a little later this year, you see the new Continental *Mark-II*, we sincerely believe that you will share the deep pride with which we shall present it.



Continental Division • Ford Motor Company



DRESSED UP IN NEW OR RE-DYED SILK AND COTTON SARIS IN VIVID COLORS, HINDU WOMEN ATTEND THE RELIGIOUS FESTIVAL OF LIGHTS IN JAIPUR, INDIA

EAST BRIGHTENS WEST

Orient's style takes over in U.S. fashion and gives it a gaudy, faraway look



U.S.-STYLE SARI is worn (center) to formal opening of current exhibit of old and new Indian textiles and decorations at New York's Museum of Modern Art.

The beauty and style of the Orient, which have tantalized and attracted Americans since the days of the old China traders, are now being delivered almost intact to the U.S. and, as a result, this season's fashions are being taken over by a new faraway look. With sari dresses, mandarin collars, happi coats (see cover), the Orient is having more effect on American dress than any new influence since Italy broke into the field in 1951.

The East has been inching up on the U.S. for several years. A Hong Kong firm started sending ready-made clothes to U.S. stores. An ex-OSS man in Bangkok began shipping rich Thailand silks. An enterprising Hindu businessman is now mass-producing hand-woven fabrics for U.S. mass producers of dresses. The whole movement culminated last month when New York's Museum of Modern Art, whose past shows have had a historic effect on style, used its whole main floor to exhibit Indian textiles.

Businessmen on both sides of the Pacific have mutually organized—but not exploited—native labor and materials, and have supplied the means for efficient, profitable export. U.S. imports of saris in January, February and March, for instance, total \$150,000, nearly twice the figure for all of last year. Despite the increase the direct import of goods from the Orient does not dent the \$15 billion domestic clothing industry, but supplies new ideas to American manufacturers who never left home.

CONTINUED ON NEXT PAGE



WEALTHY WOMAN'S WARDROBE owned by Mrs. Krishnalal Shridharani of New Delhi includes 25 silk saris on hangers and 18 cotton saris folded

below. She has 52 more packed away. Silk saris range in cost from \$15 to \$75. Blue one she is wearing comes from famous hand-loom center, Kanchipuram.

INDIA WRAPPING

The sari is a straight piece of cloth five to nine yards in length which Indian women have been artfully draping around themselves for centuries. Apart from the souvenir saris brought home by Westerners, the gold-threaded fabric has been used here solely by top designers like Traina-Norell, whose creations (*left*) seem as remote as the Taj Mahal to most women.

But this spring a New York mass producer of \$50 to \$175 dresses, Filcol, contracted with a leading Indian textile merchant, Chandra Prakash, for 80,000 yards of sari fabric to be delivered by July. In mud-floored cottages around the weaving center of Benares, workers are laboring round the clock to complete the windfall order.

The fabric comes in sari lengths and is emerging from Seventh Avenue workrooms at the rate of 250 dresses a day. Some patterns have been watered down and some gold thread has been omitted to pare costs, but now the entire U.S. can look forward to the fashionable shimmer of an Indian summer.

SUMPTUOUS SARIS of pure silk, heavy with gold, are made by Traina-Norell (\$500-\$600). Designer first showed sari dresses in 1953, has six this spring.



Sari—from Benares to U.S.



WEAVING FABRIC for Filcol, skilled Moslem and apprentice work primitive loom outside Benares. Mass U.S. order employs 1,200 looms, 6,000 weavers.



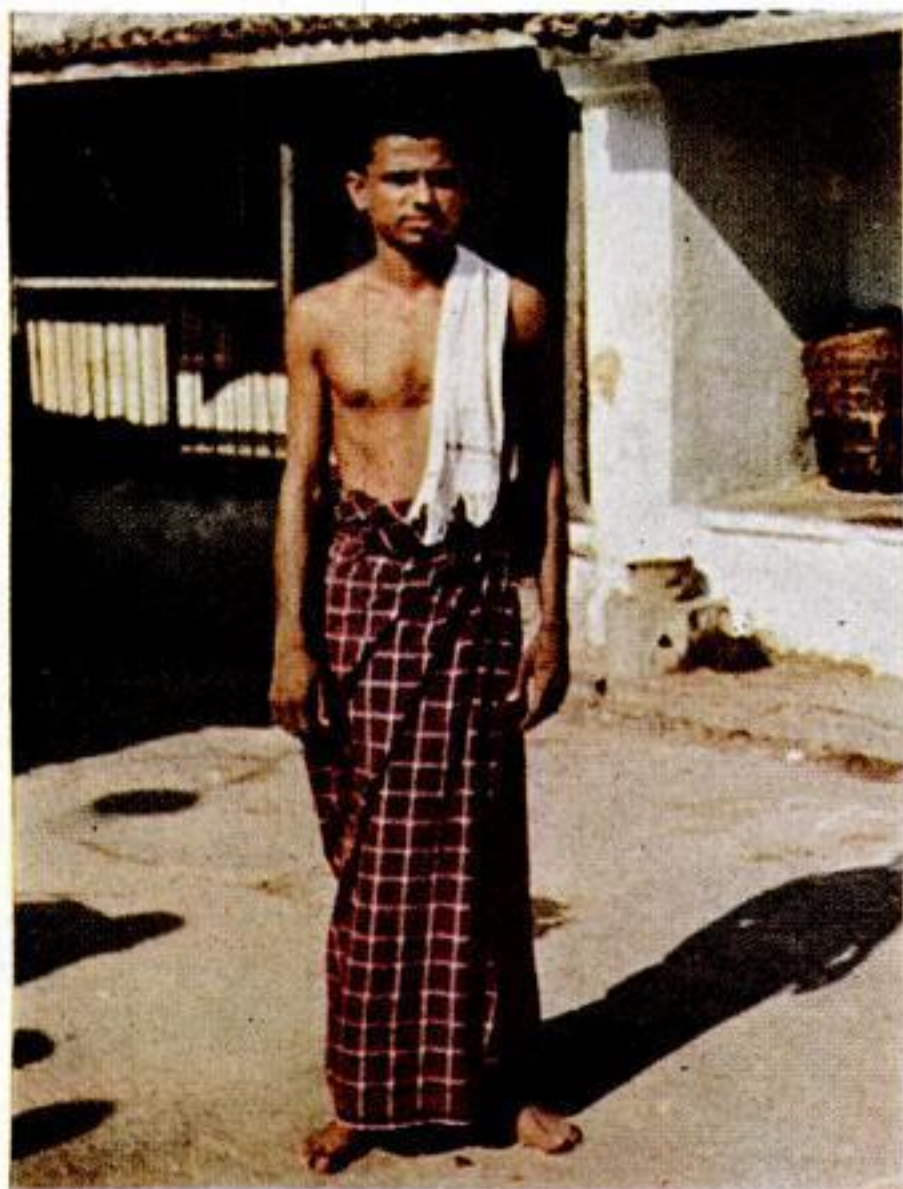
CLIPPING EMBROIDERY on reverse side, veiled Moslem women snip surplus threads. Weaver, two helpers, two trimmers produce one sari in five days.



CUTTING DRESSES, 12 at a time, New York workers are hard pressed to meet demand. Filcol will turn out 17,000 sari dresses in 27 styles by summer.

\$60 SARI DRESS of silk, cotton and pure gold thread is shown at Modern Art Museum. Filcol will make 800 dresses in this style, 200 of them in red.





IN MADRAS, Indian wears skirtlike lungi draped of 4½ yards of cotton which costs about \$1 locally.



IN U.S., madras makes two-piece dress (Claire McCardell, \$40), man's jacket (Brooks Brothers, \$32).

A TRIO OF

Some of the East's goods have made the passage to the U.S. in roundabout fashion. Cottons from Madras, India (*left*) were made into sports clothes in the British West Indies for U.S. resort-goers during the '30s and have grown increasingly popular over the years. The murky but colorful plaids are being used by designers in more formal styles for town wear this summer. Woven by cottage workers in southern India, the best cloth runs somewhat in washing and is called "bleeding madras."

In Hong Kong, instead of exporting fabric by the yard, the Chinese adapt their own contemporary looking styles into clothes in U.S. sizes which are shipped ready for American store racks. A firm called Dynasty, which was set up by a Chinese and a Kansan (*LIFE*, Nov. 16, 1953), operates an up-to-date and partially airconditioned factory. Workers in their



TRADITIONS

handsome everyday outfits tailor 600,000 yards of silk a year into clothes with such Chinese details as mandarin collars, slit skirts and frog fastenings. Because of the U.S. embargo on goods from Communist China, the raw silk comes from Japan but is woven and made up in Hong Kong. Yukata cotton, which Japanese use for bathrobes, is imported for such Western fashions as sheath dresses (*top, right*) and shorts. The company already exports to 185 stores in 41 states.

Some clothes can be brought in just as they were made for home consumption and are simply given a new slant for U.S. customers. The Japanese happi coat (*right*), the ancient trademark of carpenters, plasterers and fishmongers, is never worn by women in Japan. But it is being elevated to a stylish future in the U.S. among feminine wearers of all ages.



← **CHINESE WORKERS**, whose work clothes look as stylish as U.S. lounging outfits, pass Dynasty factory in Hong Kong. Company has from 400 to 550 employees, almost all refugees from Red China.

HONG KONG CLOTHES exported to the U.S. include a cropped satin jacket (*left*, \$25), sheath dress of Japanese yukata cotton with wide sash (\$18) and damask shirt and skirt (\$50, all Dynasty).



JAPANESE HAPPI COATS are worn by volunteer firemen on holiday. These workers' coats and gayer

versions for Shinto festivals (*cover*, \$2 and \$7) are imported by Neiman-Marcus and sold as beach coats.

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BANGKOK WORKSHOP, a cottage where one family weaves \$5,600 worth of silk a month, is visited by James Thompson who inspects fabric he will export.

EAST BRIGHTENS WEST CONTINUED

THAILAND GLOW

From the country of fairy-tale architecture, gilded dancers and flamboyant color come exotic silks which glow like Thailand itself. Used primarily in high-priced fashions, the fabric retails for \$18 to \$27 a yard but is so rich that a little goes a long way. Stoles, men's ties and fancy vests in this rarefied fabric flaunt shocking color mixtures—mustard lined up with indigo blue, or pinks intermingled with poison greens. Somehow they make plaids and stripes look as they never have before.

Thai silk is produced in Bangkok under the direction of an American, James Thompson, a former architect who went to Thailand with the OSS during the war. Struck by the beauty of the fabrics, he found a waning cottage industry where workers were weaving only enough for their families' needs. He stayed on to organize their output. Native silk and ancient looms create the fabric's uneven texture. Although its quality cannot be duplicated, these strong pastel plaids are leading this season's inexpensive homegrown cottons down the gaudy path of Oriental style.

AMERICAN FASHIONS of Siamese silk are a dressed-up shorts outfit (Evelyn Gates, \$250) and split overskirt worn with shantung coveralls (Tina Leser, \$180).





Wonderful for gifts, G-E Coffee Maker fits right in with every décor. Makes serving easy—merely tilt to pour the first few cups.

Delicious coffee every time — every day — with the new G-E Automatic Coffee Maker! Brews 2 to 9 cups... only \$29⁹⁵*

Designed for everyday use, the new G-E Coffee Maker lets you brew perfect coffee the easy automatic way all the time. Not only when you entertain—but every day . . . for breakfast, lunch, dinner.

The new G-E Automatic Coffee Maker is specially designed to make as few as 2 cups or as many as 9, perfectly! You *always* get rich, delicious coffee . . . coffee that tastes *exactly* the way you like it. And it's so easy, so quick!

No watching . . . no timing. Just put in coffee and water, and set the control for

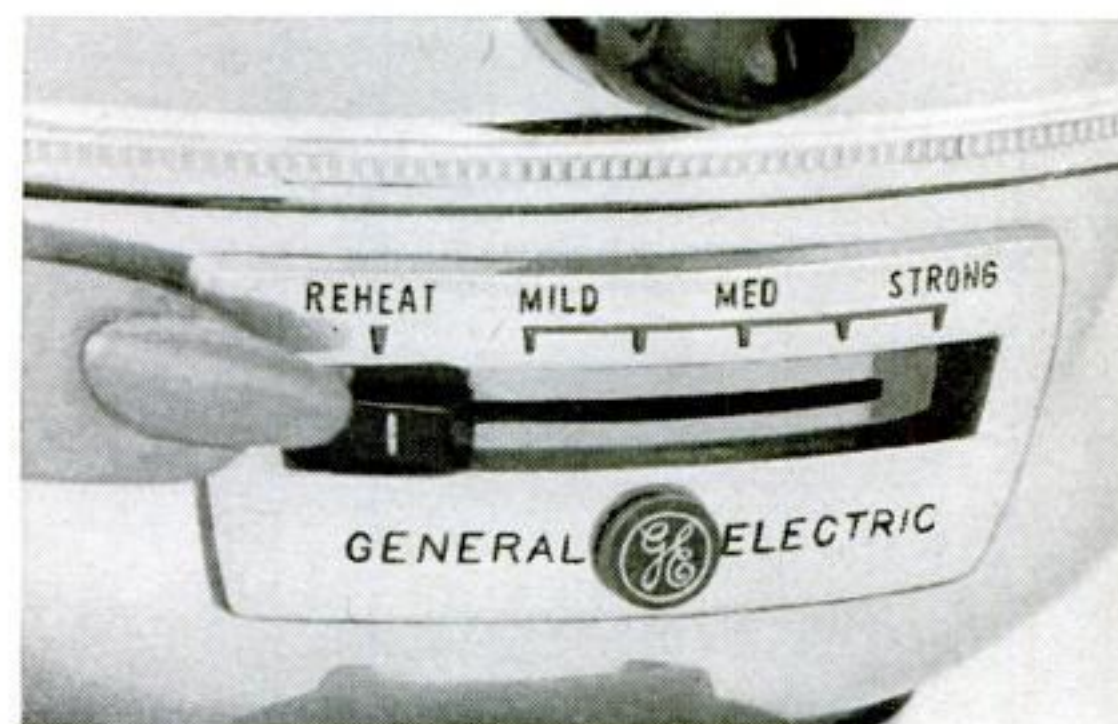
exactly the strength you prefer.

The rest is automatic. A light goes on when the coffee is ready, and coffee stays piping hot until serving time.

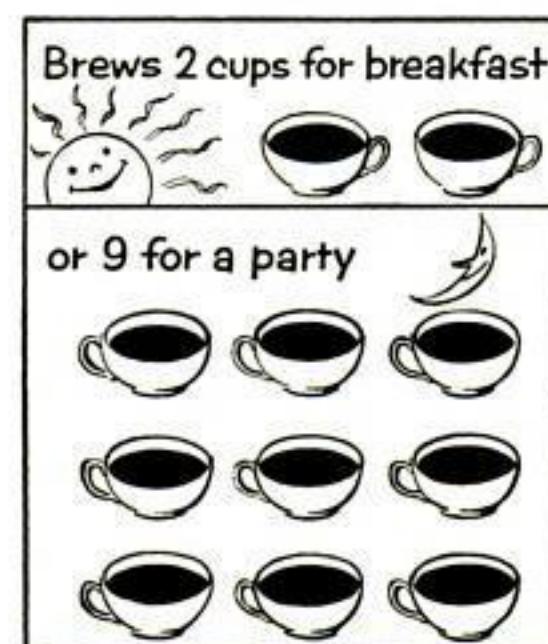
It's wonderfully quick, too. This new G-E Coffee Maker has an extra-powerful heating unit . . . it brews 2 tasty, full-bodied cups in less than four minutes, 9 cups in less than fifteen minutes.

Do stop in at your G-E dealer's and see this gleaming beauty . . . soon. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

* Manufacturer's recommended retail or Fair Trade price.



Coffee the way you like it. Brew Control lets you select the exact strength you prefer—mild, medium or strong, or any strength between. Coffee stays piping hot until served. And the G-E Coffee Maker has a special setting that allows you to re-heat leftover coffee without re-perking it.



Every cup is delicious. G-E is designed to perk small amounts of coffee perfectly . . . you need only one size coffee maker—for 2 cups or 9.



Easy to clean. Wide-mouthed top opening lets your hand get down inside the G-E Coffee Maker for quick, thorough, easy washing.

Progress Is Our Most Important Product

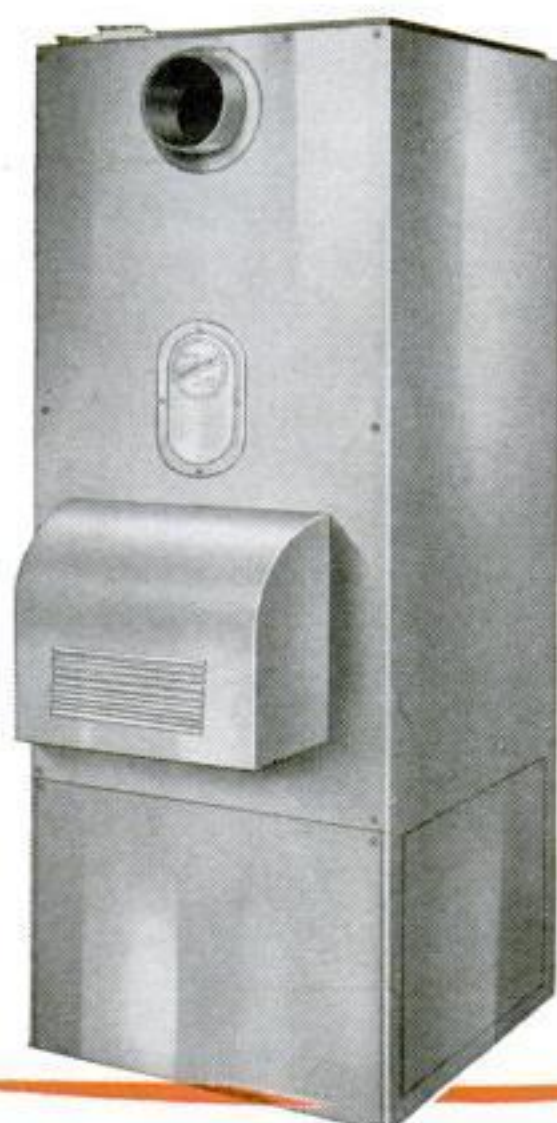
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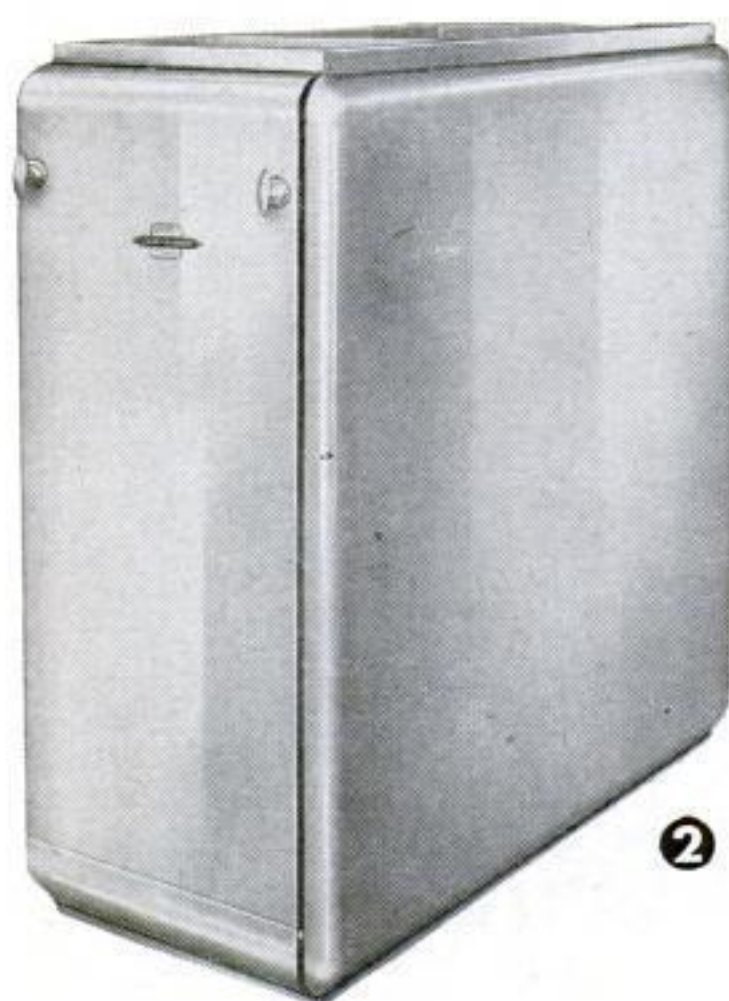
IS YOURS... ONLY WITH EXCLUSIVE

GENERAL MOTORS

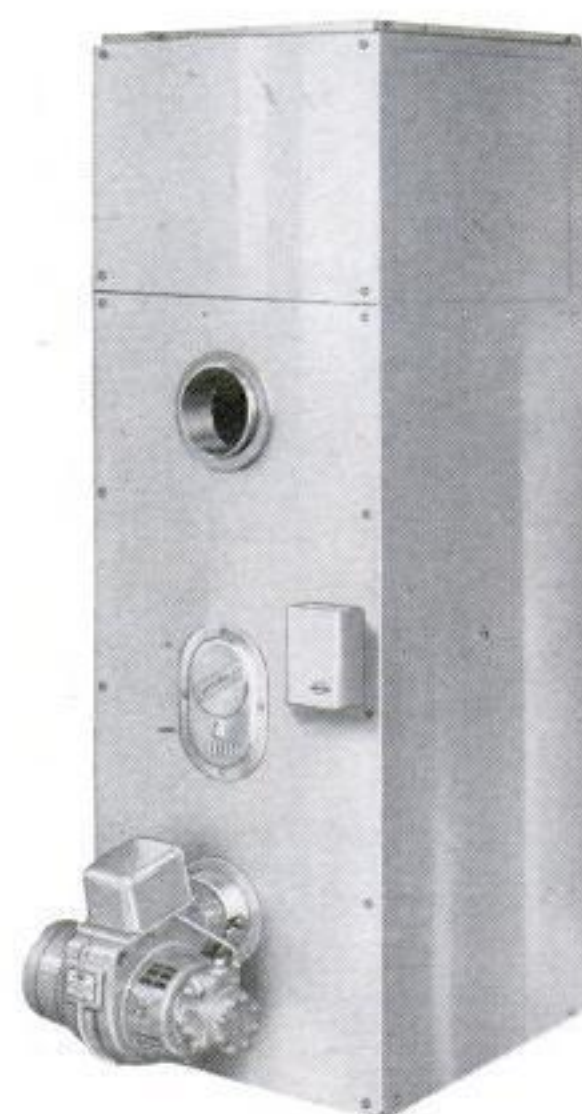
ASSEMBLY LINE PRODUCTION



①



②



③

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FOR EVERY HOME HEATING PROBLEM

For new home construction or modernization... low basement models, vertical closet or utility room models, reverse flow units for perimeter heating, horizontal furnaces for crawl space installations... conversion burners... boilers... whatever the problem, Delco-Heat has exactly the right model for you. Delco-Heat Conditionairs offer fast, low-cost installations and trouble-free operation. Exciting new color styling brings fresh, modern eye appeal to every heating installation. Typical of the Delco-Heat line are the three units shown above.

- ① New Delco-Heat Value Leader Conditionair, designed and engineered to meet today's home building requirements. Highest quality, low cost performance... heats and filters the air automatically. Gas or oil fired models.
- ② Delco-Heat De Luxe Conditionair offers a clean, economical heat installation for low ceiling basements. A unit that enhances basement or recreation room. Gas or oil fired.
- ③ New Delco-Heat Value Leader Counterflow Conditionair offers all the economy and quality advantages of the Value Leader line. Designed for use with the new perimeter system of heat distribution for slab or basementless homes. Gas or oil fired.

Quality-designed, quality-produced to give you all these advanced heating features!

Most Economical Oil-Air Mixture with exclusive Delco-designed Turbulator.

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Safer, worry-free, fully automatic home heating provided by General Motors Delco Controls.

Save Gas, Cut Fuel Costs with exclusive Delco "Flame-Tailored" Burner.

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More Heat Per Fuel Dollar with the exclusive Delco Circle-Air Radiator.



Look for your dependable Delco-Heat dealer in the Yellow Pages of your Telephone Book under "Furnaces," "Oil Burners," or "Gas Burners."



DELCO-HEAT

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DELCO-HEAT

NOW! every homeowner can afford healthful trouble-free automatic heat...with high quality and low cost made possible only by GM mass production!



A FURNACE EVERY 2 MINUTES!

...completed on the continuous "automotive-type" production lines at the world's most advanced heating manufacturing plant.

SAVE UP TO 25%... on your furnace costs! A result of the greatest advancement in furnace manufacturing in 20 years... the miracle General Motors Delco-Heat assembly lines... which *complete a furnace every two minutes!*

Delco's high production efficiency does it! No skimping on materials or design. Every Delco-Heat furnace is *quality-built throughout.*

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Higher, More Uniform Quality... is assured by Delco's high standards of manufacture, inspection and testing... combined with modern assembly line techniques. General Motors-Delco superior engineering know-how gives you the last word in heating comfort, cleanliness and convenience... with maximum fuel economy and long trouble-free life. You figure economy twice—low cost to *buy*... and low cost to *use*.

Treat yourself and family to all the benefits of Delco-Heat now! Easy payment terms to fit your need are available... under FHA, home mortgage, modernization or Delco-Heat dealer financing plans.



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Enjoy meat cooked just right every time! See outdoor temperatures easily through your window. This useful, nationally-advertised thermometer set (retail price \$6.60) can be *yours* absolutely **FREE!** This offer limited* to present home owners or prospective home buyers planning a heating installation this year. *Just let us make your survey NOW...* and the set is *yours!* Spring is the best time to survey your problem... and you save waiting, worry, and disappointment later. Contact the Delco-Heat Dealer listed in the yellow pages of your telephone directory under "Furnaces," "Oil Burners," or "Gas Burners"... or mail the coupon. **Nothing to buy! No obligation! Schedule your survey today.**

*Offer good only in the United States—and in areas served by Delco-Heat Dealers.

Act Now! Offer Closes June 30, 1955!

LAST CHANCE! This Offer Closes June 30, 1955

DELCO APPLIANCE DIVISION, General Motors Corporation
Dept. L, Rochester 1, N. Y.

Gentlemen: Yes, we would like to have a **FREE De Luxe Cooking and Outdoor Thermometer Set!** We are planning a new heating installation this year. Please have our local Delco-Heat Dealer call and schedule our **FREE** survey. We understand there is no obligation to buy.

NAME
STREET
CITY.....ZONE.....
STATE

NOTE: This offer limited to home owners and home buyers in the United States only—and in areas served by Delco-Heat Dealers. This offer closes June 30, 1955.

What To Do When You're in Pain

Read This New Instruction Folder Of The Most Reliable, Most Famous Home Medication

DIRECTIONS

for relief of Pain and Discomfort in the following conditions:

ARTHRITIS AND RHEUMATISM for relief of the pain, 2 tablets of Bayer Aspirin, 3 or 4 times daily.

COMMON HEAD COLDS to relieve the pain and discomfort, 1 to 2 tablets of Bayer Aspirin, 3 or 4 times daily.

HEADACHES 1 to 2 tablets of Bayer Aspirin, repeated in an hour if desired.

LUMBAGO—SCIATICA 2 tablets of Bayer Aspirin, 3 or 4 times daily.

MUSCULAR ACHES AND PAINS 1 to 2 tablets of Bayer Aspirin, 3 or 4 times daily as required.

NEURALGIA 1 to 2 tablets of Bayer Aspirin, 3 or 4 times daily as required.

NEURITIS—BURSITIS 2 tablets of Bayer Aspirin, 3 or 4 times daily.

GARGLE FOR RELIEF OF MINOR THROAT IRRITATIONS Dissolve 3 to 5 tablets of Bayer Aspirin in one-third of a glass of water; gargle thoroughly every two hours, as necessary. For the best results, let a little trickle down throat and do not rinse mouth.

DIRECTIONS FOR CHILDREN

For Headaches, Common Colds, Muscular Aches and Pains

Under 3 Years Old....as prescribed by physician

3 to 6 Years Old..... $\frac{1}{2}$ to 1 tablet 5 grain size or

1 to 2 tablets Flavored

Children's Size Bayer Aspirin

6 to 12 Years Old.....1 tablet 5 grain size or 2 tablets

Flavored Children's Size Bayer Aspirin

Over 12 Years Old....same as adult

Larger dosage may be prescribed by your physician.

Indicated dosage may be repeated every 3 hours but not more than three times in one day, unless prescribed by your physician.

IMPORTANT NOTICE!

The dosages of Bayer Aspirin recommended in these directions are appropriate for the aches and pains that may be treated by home medication. If these dosages do not bring relief and the pain persists, it is an indication that this particular pain is of a nature that requires the attention of a physician. Under these conditions, don't experiment with any other home medications. Consult your physician. He is the only one qualified to diagnose the cause of the persistent pain and prescribe the remedy best suited to your individual needs. This is particularly true of continuing severe pains of Arthritis, Rheumatism, Sciatica, Bursitis and Neuritis.

What You Won't Find In The Directions...

The only way to find out how quickly Bayer Aspirin relieves pain is to try it. You'll find it works with amazing speed.

One reason for this is that a Bayer Aspirin tablet starts disintegrating—is ready to go to work—almost instantly. This is a reason you can actually *see*, simply by dropping a Bayer Aspirin tablet in a glass of water. What happens in the water also happens in your stomach. As a result, Bayer Aspirin makes you feel better—*fast!*



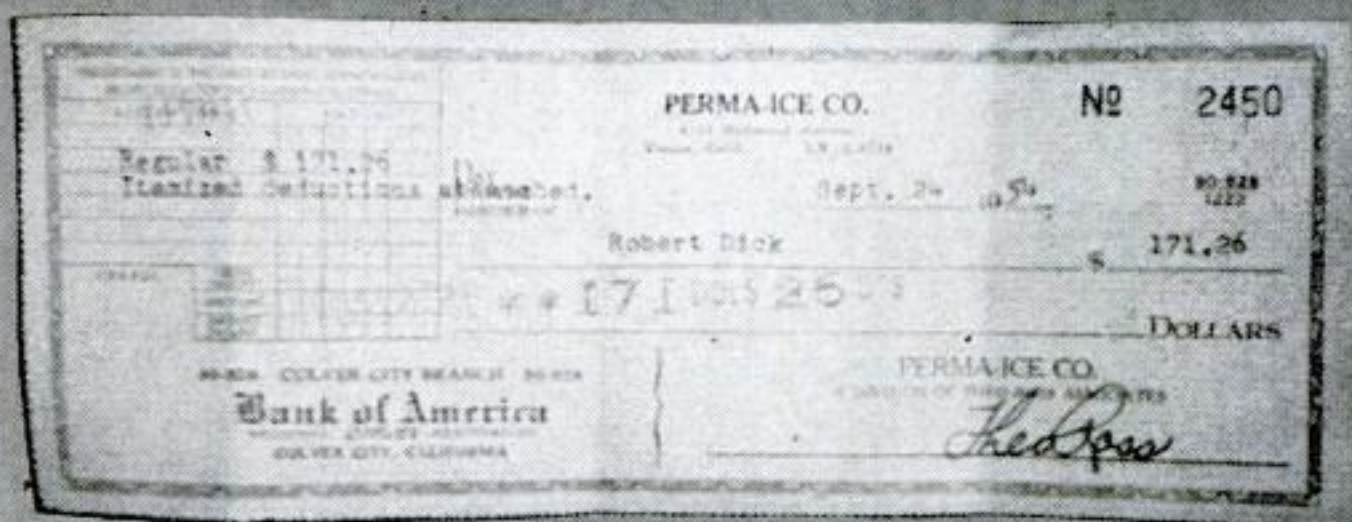
Mankind's Most Useful Drug Has Become the Wonder Drug of the Century

Since Bayer first introduced Aspirin, it has been mankind's most useful drug. In recent years, the medical profession has uncovered much new information about Aspirin's amazing ability to alleviate human suffering. From hospitals, clinics and doctors in private practice comes a steady stream of reports revealing Aspirin's versatility—and telling, over and over again, of Aspirin producing results unattainable with even the

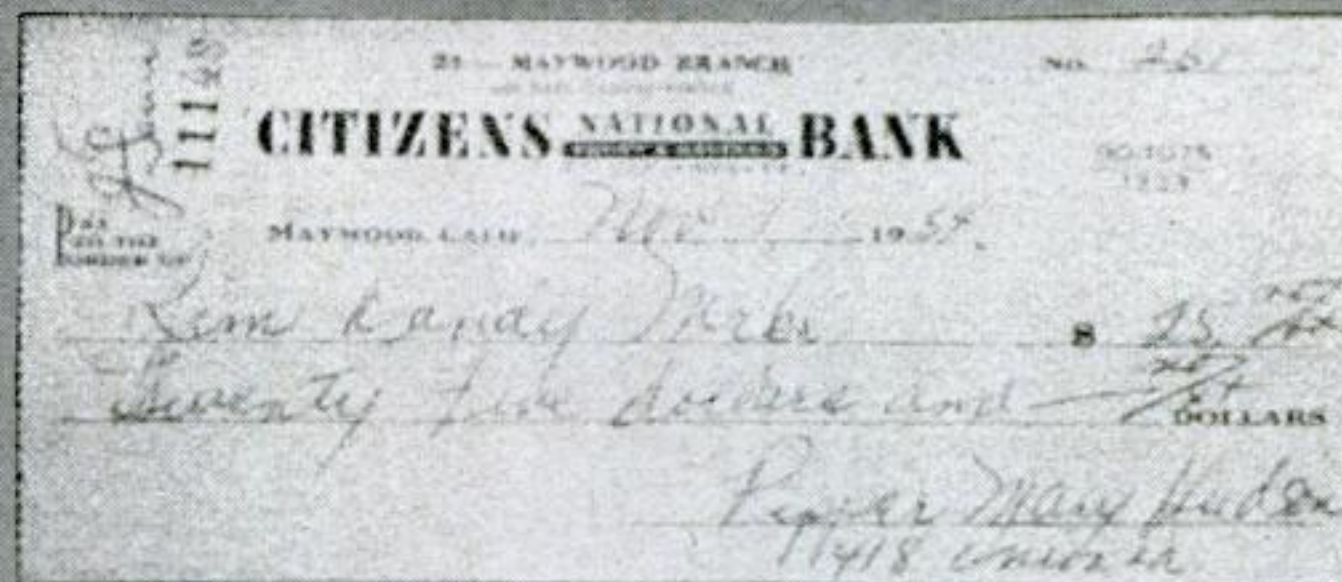
great "miracle" developments of the past decade. The increasing knowledge daily being gained about Aspirin's effectiveness in countless ways sharply focuses attention to this fact: *The true wonder drug of the century is Aspirin—straight Aspirin.*

GET THE BEST ASPIRIN

When you buy Aspirin, get the best. And the best Aspirin the world has ever known is BAYER ASPIRIN.



WANTED FOR BAD CHECKS, this suspect, who gave name of Robert Dick, allowed his picture to be taken when he cashed check in a Hollywood supermarket. The check is one of several stolen from an ice company where he had worked.



WANTED FOR RUBBER CHECKS, this woman gave the name of Pepper Mary Hudson when she posed in Los Angeles supermarket. Check came back marked "no account." Huntington Park police have a six-count warrant for her arrest.



WANTED FOR BOGUS CHECKS, this man posed dolefully in Hollywood supermarket while passing the check above, which was filled in with a typewriter and checkwriter, looked like genuine firm check. Police believe he is in organized ring.



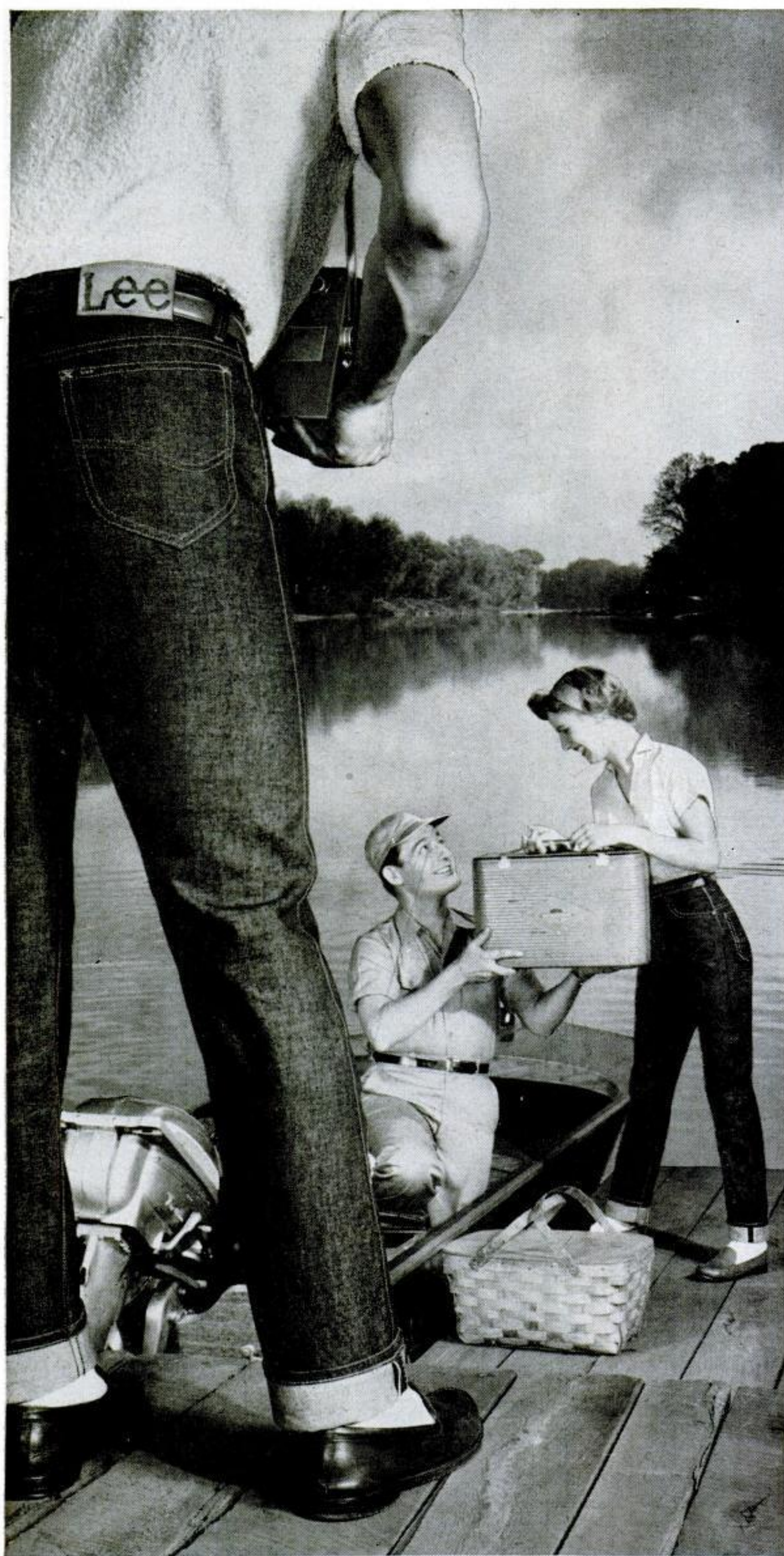
WANTED FOR FORGERY, this man, identified as Ralph Alverson, with record of six arrests for bad checks and forgeries, is implicated in drawing fraudulent payroll checks. He was photographed cashing this one in a Long Beach market.

CHECK ON BAD CHECKS

A camera catches fraudulent passers in the act

With annual losses from bad checks running to \$500 million over the U.S., many merchants who formerly put check-cashing customers on their honor now put them on film. The customer who wants to cash a check is asked to pose before a camera which the merchant rents from its manufacturer. This requirement is a deterrent, since it gives a means of tracing and convicting bogus check artists. If the check bounces, the persons above may find themselves in the fix of those shown on page 84.

Carefree Clothes for Summer Fun!



LEE VACATION CLOTHES Tough, washable, inexpensive

Just the thing to give your vacation that extra zip and zing this year! Lee vacation clothes—with the Lee Label that guarantees none better in looks and wear. Family-wide selection. Sanforized Lee Riders, authentic western style blue jeans for men, women, boys and girls. Lee Chetopa Twill Matched Shirts and Pants in "tailored sizes," choice of 5 colors. Sold singly or in sets. See your Lee Dealer soon. The H. D. Lee Co., Kansas City 8, Mo.

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EVERY LEE GARMENT UNION MADE—UNION LABELED

Lee
CLOTHES

for work and play

Check on Checks CONTINUED

OBTAINING THE DOUBLE RECORD



OPERATION OF CAMERA is explained to a housewife by manager of Hollywood supermarket. Unit uses 35-mm film, has one lens behind lower check mark on the case to take picture of customer and another on bottom to take picture of check. It does both simultaneously in normal room light.



ROW OF CAMERAS sits in the D. H. Holmes Co. department store in New Orleans. Invented by Fred Warren, a former newspaper photographer, the camera units are manufactured by the Dubl-Chek Corp. of Los Angeles. Close to 3,000 of the machines are now being used throughout the country.



"Will you put it in writing?" the man asked

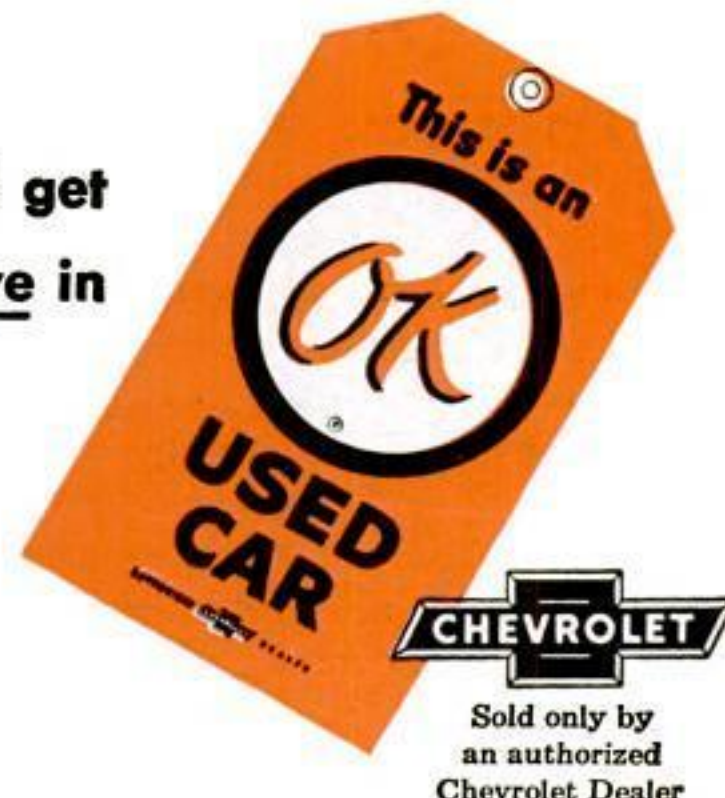
"It is in writing," said our salesman, positively. "Every car you see here with an OK Used Car Tag carries a written warranty that gets down to cases on time and mileage. Our signature is on every warranty."

You see, years ago we learned that folks wanted us to give them forthright assurance that the used cars they bought would give them the fullest value in performance as well as appearance. So now all OK Used Cars are warranted by your authorized Chevrolet dealer, in *writing*. But first, they're thoroughly inspected and reconditioned for safety, performance and value. And they're always honestly described. That's why, whether you are shopping for your first car or have arrived at

the two-car status, you should buy an OK Used Car. You can *believe* in a used car with the OK Tag.

Look for OK Used Cars advertised under your Chevrolet dealer's name in your newspaper classifieds. And, remember, he stakes his reputation as a businessman in your community on the OK Used Cars he sells!

Look for this tag and get
a used car you can believe in



SEE YOUR CHEVROLET DEALER



If your car feels like this...it's time
for **MARFAK** chassis lubrication



That "cushiony" feeling
lasts longer with —



Rainy spring days are heading your way! Get *Marfak* lubrication—it resists wash-out even in the splashiest kind of weather. And *Marfak's* tough and stretchy, too. It clings to chassis points, fighting wear and friction longer. *Marfak* resists squeeze-out and jar-out, gives you *cushiony* smooth driving for 1,000 miles or more. Get longer lasting *Marfak* lubrication today. See your Texaco Dealer—the best friend your car has ever had.

THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

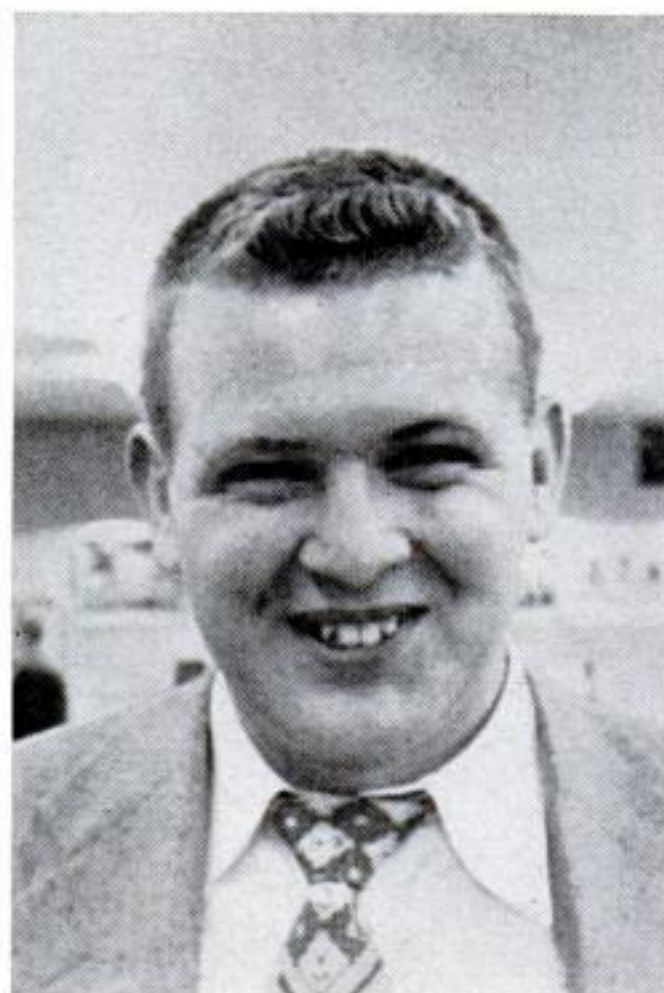
Texaco Products are also distributed in Canada and in Latin America

TUNE IN: TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE on TV Saturday nights, NBC.



Check on Checks CONTINUED

CONVICTED BY THEIR PICTURES



IN A REFORMATORY, Robert L. Thompson is serving a one-to-10 year sentence on a conviction for passing a fraudulent check in Greenville, Ill. Police arrested him in Indiana through picture taken in a market.



AWAITING SENTENCE, Laurine Brown pleaded guilty to one count of forgery. She posed demurely in a San Lorenzo, Calif. store in February, was arrested a month later after the police had circulated this picture.



ON GOOD BEHAVIOR, Frank Vi-tiello, a teen-ager, was given a suspended prison sentence last week on conviction of forgery and passing bad checks. He was picked up on this picture, taken in a Miami market.



IN WORK CAMP, Raymond Espinoza, 21, is serving time on his conviction for forgery. He was arrested after he allowed picture to be taken while cashing a fraudulent check in a Redwood City, Calif. supermarket.



IN A PENITENTIARY, Theodore Henry was found guilty of a forgery charge on evidence in this picture, for which he posed in a Houston store. He was arrested in San Antonio when police there saw picture.



IN A FEDERAL PRISON, Louis C. Monigan is serving two years for passing a bad check in a St. Louis supermarket. Arrested from his picture, he implicated others, enabling police to break up a bad check ring.



MR. VINCENT PRICE, DISTINGUISHED STAR OF STAGE AND SCREEN

WHO PUT THE VODKA IN MRS. MURPHY'S ORANGE JUICE?

No one, not even the canny Mr. Price, knows who first mixed Smirnoff with orange juice; no one knows who first gave the resultant drink the wildly improbable name of "*Screwdriver*." But of one thing you can be sure: there is no more delicious drink than *The Screwdriver*—a jigger of Smirnoff in a glass of orange juice! Smooth and mellow Smirnoff loses itself in any fruit juice, tomato juice or soft drink . . . *but you'll find it.* It's smart to serve Smirnoff—in more ways than one!

it leaves you breathless

Smirnoff
THE GREATEST NAME IN **VODKA**



80 PROOF. MADE FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U.S.A., FRANCE, ENGLAND, MEXICO

Copyrighted material



A playful pink . . . but it's strictly for grown-ups!
There's nothing little-girl about the kiss-me-quick look
it gives your lips. This bright new shade of Cashmere
Bouquet Lipstick does its good work discreetly, too—
Pink-A-Boo stays on *you*, stays off everyone else!

7 Cover-Girl Colors **49¢** plus tax

cashmere bouquet

INDELIBLE-TYPE LIPSTICK

Super-Creamed to Keep Your Lips Like Velvet



**Conover girls pick
Cashmere Bouquet**

"Have a lipstick wardrobe: a blue-red, an
orange-red and a definite pink. All three
cost less than \$2 when, like our Conover
girls, you choose Cashmere Bouquet."

Candy Jones



SLOWING DOWN TO 10 MPH IN GYMKHANA, BILL ARMSTRONG DEFTLY SPEARS A POTATO. IF HE HAD MISSED, DRIVER WOULD HAVE TO BACK UP AND LOSE TIME

HORSEPLAY ON WHEELS

Auto gymkhana puts agile drivers through paces

Sports car addicts who consider everyday driving too tame and out-and-out racing too breakneck are swinging to a form of motorized horseplay they call gymkhana. Patterned after horse show gymkhanas which show off horses' fancy tricks and riders' control, they put auto drivers and navigators through their paces. At Pittsfield (Mass.) Airport, navigators armed with makeshift spears (*above*) stabbed at potatoes along the course as drivers maneuvered cars into position. An obstacle race against time, it was a frenzied succession of cars gunning up to 55 mph on short straights, then stopping abruptly, backing up to prescribed points and zooming on to the end of the twisting 500-yard course.

Born in Europe, gymkhana events for autos caught on in the U.S. after World War II. Keeping pace with the sports car boom, an estimated 10,000 cars will get into the act on airfields and parking lots this year.



POTATO TOSS makes driver Harry Lamkin slow down abruptly to give cohort, Jim Doyle, a chance to throw two potatoes in basket. Most competitors missed.

Hot Summer Coming!



Fedders Air Conditions you now - FAST AND EASY!

There's going to be a hotter-than-usual, earlier-than-usual summer this year — that's what the experts forecast! See your Fedders dealer now, and air condition *before* muggy nights and hot tired mornings begin. It's fast . . . and easy . . . the Fedders way!



Sleep cool, wake refreshed, with a superb new Fedders Room Air Conditioner in your bedroom. Fedders cools, dehumidifies, filters the air . . . ventilates, removes stale and smoky air, too!



Fedders air conditions any room in your house. Biggest choice of units for every type of window . . . and for every budget! Fedders is world's largest maker of air conditioners.

Only FEDDERS gives you all these benefits!

Built-In Weather Bureau for push-button climate. Fingertip Weather Wheel for draft-free cooling in every part of room. Oversize filter removes most dust, soot, pollen. Many more comfort features. See the great 1955 Fedders units in action today.

FEDDERS

***RATED No 1 IN COOLING POWER BY A LEADING CONSUMER RESEARCH ORGANIZATION**

Write to Fedders-Quigan Corp., Dept. 3, Buffalo 7, N.Y. for fascinating free booklet on how Fedders room air conditioning can help you live better . . . feel better!

*3/4 Ton Deluxe Model

Horseplay on Wheels CONTINUED



ATTACKING BALLOON stuck up on pylon, Bill Milne leans from window of Porsche with spear poised. He got balloon on first try but placed 17th in event.



LONG STRETCH by Dr. Joseph Hindman, leaning from the open sunroof of Fiat station wagon, enables him to stab balloon with nail driven through stick.



BLIND DRIVING, an extra event, follows gymkhana. Here John Stanwycks guides blindfolded Marion Dodds around tricky course with knee pressure.

AMAZING NEW DISCOVERY GIVES YOUR CAR A DAZZLING, SUPER-BRILLIANT "HARD SHELL FINISH"!



now! **turtle wax** contains

Brillium

IT'S HERE! THE MOST EXCITING . . . MOST IMPORTANT
AUTO POLISH DEVELOPMENT IN AUTOMOTIVE HISTORY!

A miracle is born! Now, after years of research, science has discovered an amazing new auto polish formula that is so remarkably effective . . . so revolutionary . . . it makes all other polishes *old-fashioned*! Now, TURTLE WAX contains "*Brillium*" . . . the miraculous new polishing discovery that gives your car a dazzling . . . super-durable . . . *Super-Brilliant* "Hard Shell Finish"! TURTLE WAX with new wonder-working "*Brillium*", actually *protects* . . . *preserves* . . . and *weatherproofs* the finish of your car against all kinds of

weather . . . just like an "Invisible Garage"! And new TURTLE WAX with "*Brillium*" is *Super-Speedy* . . . *Super-Easy-to-Use*! Now, in *minutes*, you can Clean, Polish, Protect and Seal your car . . . in *one* easy operation! Once you've tried sensational new TURTLE WAX with "*Brillium*" on your car, you'll never be satisfied with an *old-fashioned* polish again! TURTLE WAX is *guaranteed* to outperform *any* other polish . . . or your money back! *Only* TURTLE WAX contains "*Brillium*"! It's the World's Only *PERFECT* Auto Polish!

ONLY \$2 FOR A FULL YEAR'S SUPPLY
(Fair Traded)

NOW AVAILABLE AT YOUR FAVORITE DEALER . . . EVERYWHERE.

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Firestone

Automatic WASHERS and DRYERS

Washday's a breeze for the lucky lady who owns a matching Firestone washer and dryer. Fully automatic . . . your work is as easy as pushing a button. The washers feature agitator action — the only action that gets clothes perfectly clean.

Come In, Get Our Low Prices

Firestone

REFRIGERATORS and FOOD FREEZERS

Live a whole new wonderful life with these handsome appliances in your home. They have every modern feature from automatic defrosting to handy Door Pantry shelves. See them!

Come In, Get Our Low Prices

Firestone

ELECTRIC and GAS RANGES

Streamlined beauties . . . every one! From the compact 30-inch with the giant-size oven to the Firestone Supreme loaded with every latest feature, the range of your dreams is here!

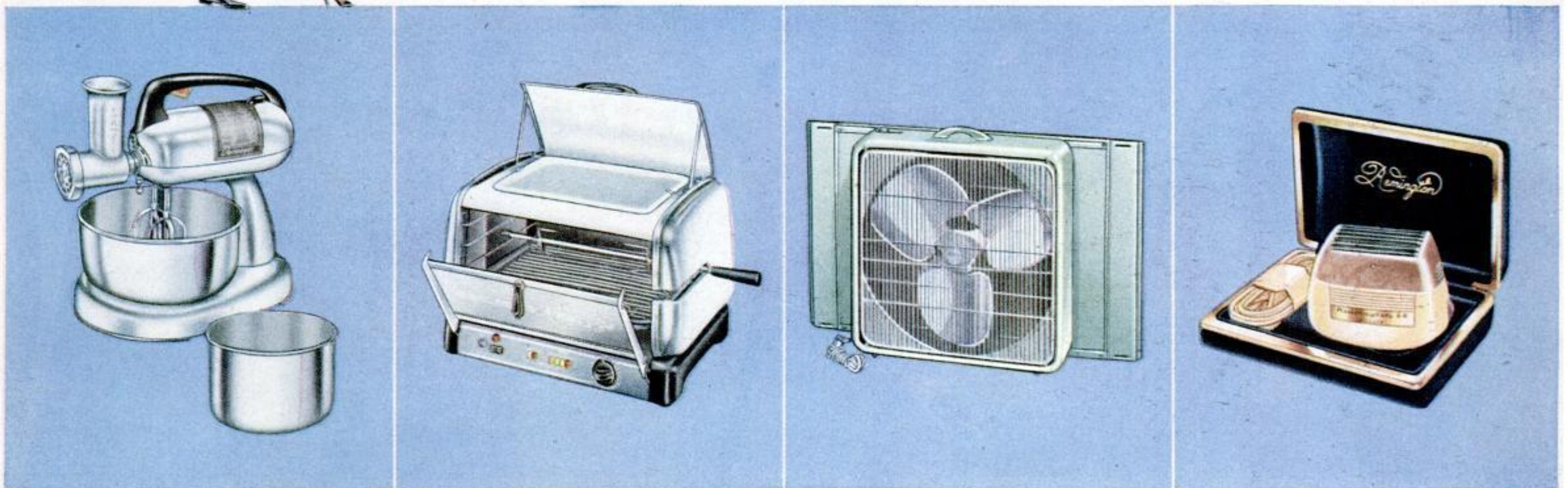
Come In, Get Our Low Prices



EVERY DAY'S A HOLIDAY WITH

Firestone

PRODUCTS TO BRING LEISURE TO LIVING



DORMEYER

SILVERCHEF

All-Chrome Mixer

All gleaming chrome with two stainless steel bowls and electric food grinder attachment. The governor-controlled motor has 10 speeds — one for every possible need. Complete recipe book included. **54.95**

BLACK ANGUS

INFRA-RED

Rotisserie-Broiler

Takes a 20-lb. roast or 15-lb. fowl! Huge top griddle fries to perfection. Has two-hour automatic timer, automatically timed appliance outlet, and shuts off automatically. Motor-driven roasting and barbecuing spit. **79.95**



20-INCH WINDOW FAN

So versatile — it's a powerful exhaust fan, an intake fan or easy-to-carry portable fan. Handsomely styled, finished in surf green baked-on enamel with white protective grilles. Wonderful buy at only. **59.95**

Remington

60 DE LUXE

Electric Shaver

Definitely the last word in styling and performance. It packs more speed and power than any other electric shaver ever developed! Never before has it been possible to shave so quickly, easily, smoothly! **29.50**

Enjoy the Voice of Firestone on Radio or Television every Monday evening over ABC.

BUDGET TERMS, 30-DAY CHARGE OR CASH

This (or similar) merchandise available in Canada at slightly higher prices. Prices subject to change without notice.

Career Dog

'LIFE'S' LUCKY SHINES IN A FILM



A STAR IS BORN when Lucky as a pup (LIFE, May 9, 1949) was first found in Texas beside carcass of her mother, apparently victim of hit-and-run driver.

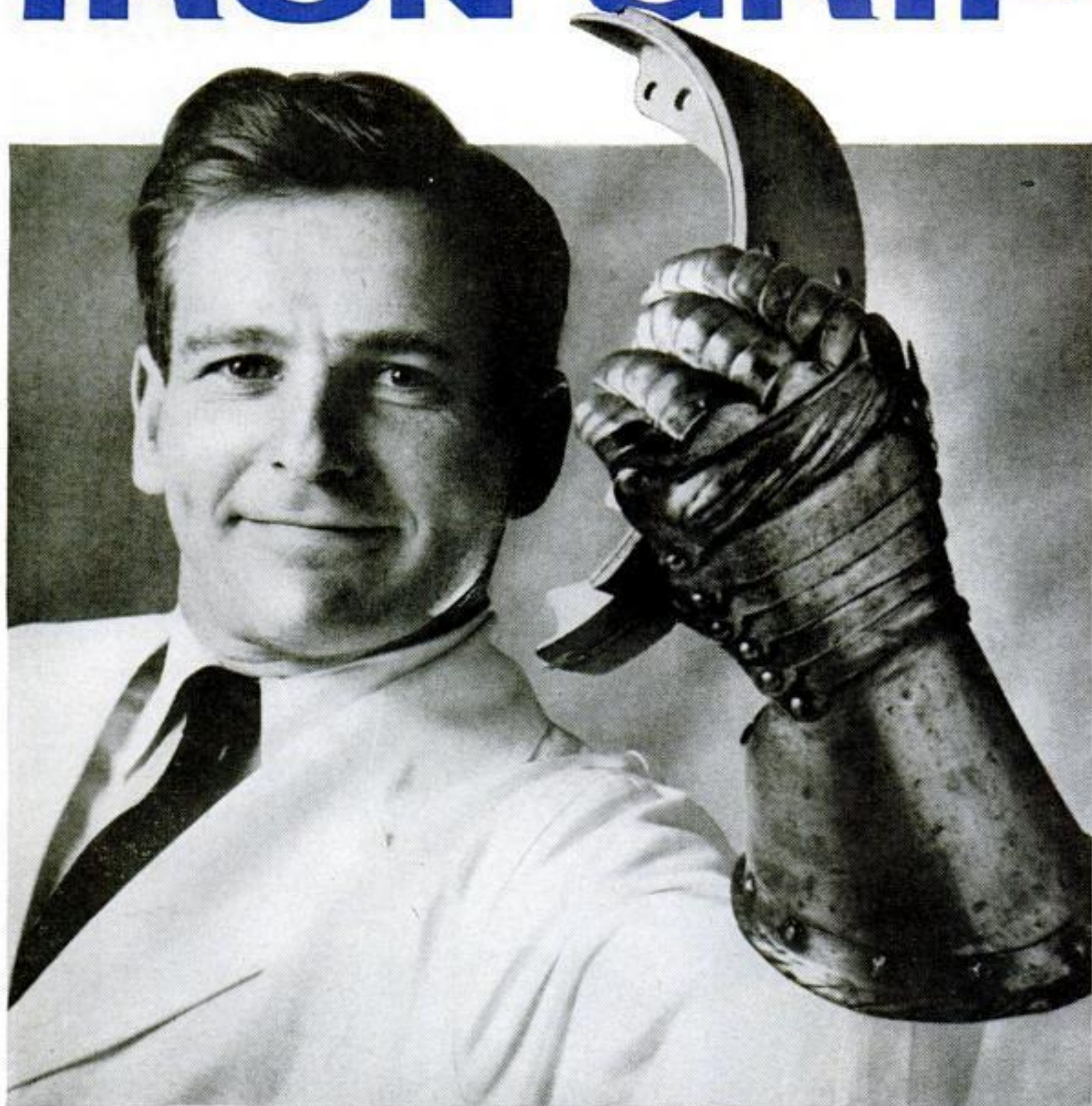
At the age of 6 the famous Texas foundling, Lucky, who was first photographed for LIFE by Leonard McCombe (*left*), and who was again heralded here on her first birthday (LIFE, April 24, 1950), now adds a third chapter to her career. The noted Lucky is star of a film, *The Lost Dog*, based on a Chekhov story, *Kashtanka*, with narration by Alistair Cooke. The 18-minute movie was produced by LIFE Photographer Nina Leen, who adopted Lucky in infancy, and filmed in 10 days by McCombe.

Tracing a little dog's odyssey from the day she strays away from her indifferent master to her triumph as an acrobat on the vaudeville stage, the movie is unpretentious and charming. In her first role, Lucky perks up her ears smartly, wags her tail on cue, looks suitably happy or forlorn, and performs with a commendable measure of canine conviction.

LUCKY TODAY WEARS NATTY STRAW HAT AND FACES THE CAMERA WITH PERFECT APLOMB IN HER MOVIE DEBUT AS THE STAR OF "THE LOST DOG"



Get the brake linings with the **IRON GRIP**



Ford brake linings have to pass special Ford tests to prove they can keep their iron grip before being okayed for manufacture . . . tests like repeated emergency stops from 70 m.p.h. when the brakes become heated to frying temperatures.

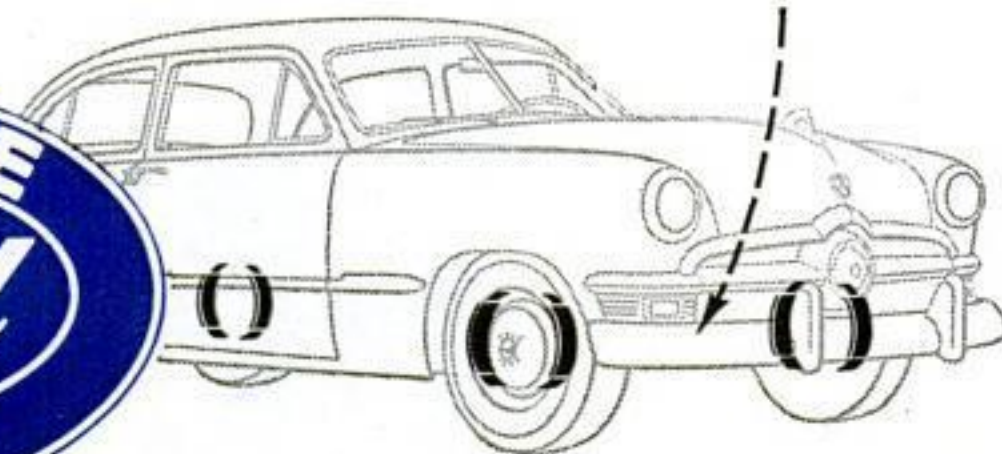
Genuine Ford brake linings
are heat-tested, torture-tested to prove
they'll keep their iron grip

When new brake linings are called for in your Ford it's very much to your advantage to specify Genuine Ford brake linings. Here's why . . .

By insisting on Genuine Ford linings you are assured of (1) parts that are made specially for your Ford and (2) parts that have had to undergo 3,250 actual tests to prove they can "take it" under the most gruelling conditions.

When replacements will add to your Ford's performance, always make sure you get Genuine Ford Parts. They're made right to fit right to last longer!

*May is National Safety Month—
Be sure you can see, steer, stop safely.*



Keep your Ford all Ford

CAREER DOG CONTINUED

SHE FINDS HOME IS BEST



UNDERPRIVILEGED, the carpenter's dog Kashtanka lies beneath master's workbench. Though hungry and unloved, she is contented in her home.



KICKED by her master as he goes his drunken round from bar to bar, Kashtanka tags along. She finally gets lost when he chases after a fire engine.



DOLLED UP for a vaudeville act, Kashtanka works for a generous new master who found her on doorstep, trained her to perform in his musical act.



REUNITED with old master, whom she sees in audience, Kashtanka licks his face. She follows him home, apparently preferring her hard life there.

“Me and my big heart”



Gentlemanly little brothers like this one are well aware that more families ran out of Kellogg's Corn Flakes this morning than any other cereal. (Happens every morning, because this great, good grain food just naturally tastes best to more people. Always has. Still does.) His only hope is that mom remembers to pick up a spare package of Kellogg's Corn Flakes whenever she buys any cereal of any kind. How about it, mom?

FRESH FROM

Kellogg's

OF BATTLE CREEK



REMINDER: Running low at your house? Better get a spare.

For the one you love most...**the perfect**



Attractive Modern Chest in blond oak. Equipped with Lane's convenient self-lifting tray. Model #3132. Lane Table #257. Chest price, **\$59⁹⁵**

*\$5.00 higher in the West due to greater freight costs—and higher in Canada.



Streamlined Chest in American walnut and zebra-wood. Has self-lifting tray. Model #3135. \$49.95*



Authentic Colonial chest of antique maple with self-lifting tray. Model #2260. \$69.95*



Stunning Modern Chest in American walnut. Equipped with self-lifting tray. Model #3008. \$59.95*



Modern Drawer Chest. Beautiful chest in blond oak. Large drawer in base. Model #3139. \$79.95*



Distinctive Console in mahogany. Opens from the front. Has two pull-out shelves. Model #C-123. \$79.95*



Modern Lowboy in blond oak. Opens at top and has full-length drawer in base. Model #2920. \$79.95*

gift for a very special occasion...

A LANE CEDAR CHEST

For that special "someone"—your daughter, your sweetheart, your wife—there's no gift that will say "I love you" more beautifully, more enduringly than a Lane Cedar Chest.

A Lane helps tomorrow's homemaker gather exquisite things for her trousseau the gradual, economical way. Friends and relatives will add their gifts... gifts a Lane always inspires... fine linens, blankets, delicate lingerie.

When she marries, her Lane will be filled with treasures... more things, *nicer* things than if she tried to collect them all at once.

When trousseau-gathering days are over, her Lane provides a handsome, practical piece of storage furniture that every home needs to keep costly

suits, coats, woolens, sweet-smelling and fresh—safe from moths and dust—as no other storage method can.

Lane Chests are sold at most leading furniture and department stores. Remember, *just one nice garment saved from moths can pay for a Lane.*

Lane is the *ONLY* pressure-tested, aroma-tight cedar chest. Made of $\frac{3}{4}$ -inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

FOR

Daughter	Graduation
Sweetheart	Birthday
Wife	Engagement
Mother	Wedding
Sister	Anniversary

Over 100 styles and finishes...many at

\$49⁹⁵*
Easy terms

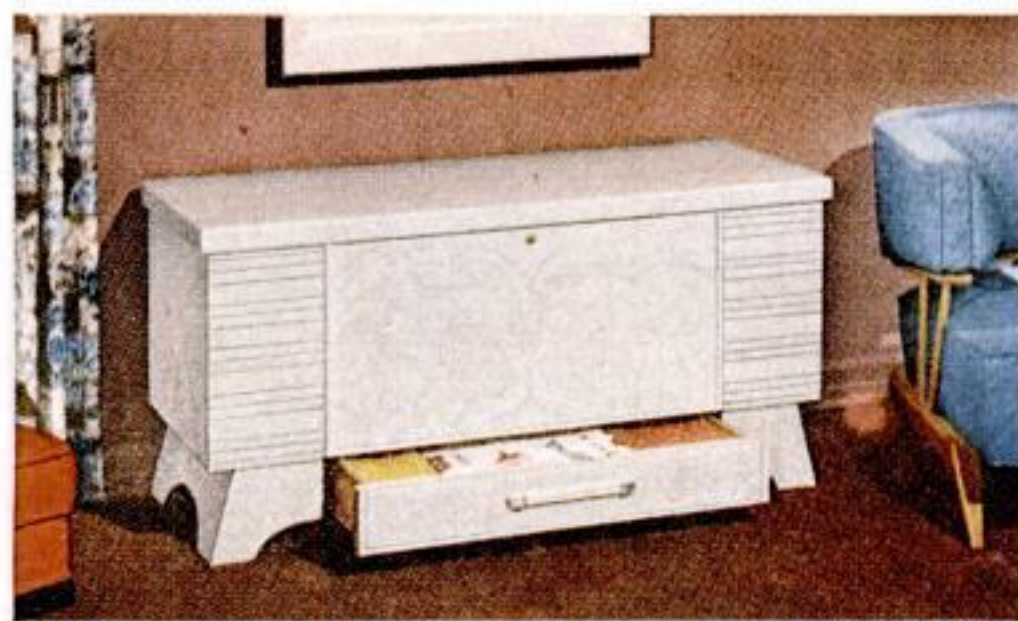
Also makers of Lane Tables



Space-Saver Chest in blond oak. Opens at top, has full-length drawer in base. Model #3100. \$59.95*



Handsome 18th-Century Chest in glowing mahogany with Lane's self-lifting tray. Model #2601. \$59.95*



Modern Chest in Seafoam mahogany. Has convenient self-lifting tray, base drawer. Model #3086. \$69.95*



Smart Modern chest in blond oak. Equipped with convenient self-lifting tray. Model #3127. \$49.95*



Cordovan Mahogany makes an unusually handsome chest. Has self-lifting tray. Model #3146. \$59.95*



18th-Century Chest in rich mahogany. Convenient full-length drawer in base. Model #2221. \$79.95*



Space-Saver Chest in blond oak. Opens at the front and has 2 pull-out shelves. Model #C-128. \$69.95*



Large Space-Saver chest. Modern design in blond oak. Opens at top, drawer below. Model #3102. \$69.95*

For

People of Inherent Good Taste



You get ***MORE*** / ***MORE*** Taste . . . ***MORE*** Quality . . . ***MORE*** Enjoyment
with ***GLENMORE***

Every Drop Distilled and Bottled by
GLENMORE DISTILLERIES COMPANY • "Where Perfection of Product is Tradition"
Louisville, Kentucky Available in 86 or 90 Proof



BEFORE HER BOULEVARD MALESHERBES HOME IN PARIS FRANCOISE DISPLAYS TWO TROPHIES OF HER SUCCESS: LEOPARD SKIN COAT AND JAGUAR SPORTS CAR

PRECOCIOUS PARISIENNE

She reaps rewards of writing a best seller at 18

One of France's best-selling novelists was traveling in the U.S. last week and giving Americans a chance to meet the world's most precocious living novelist. She is Françoise Sagan, in real life Françoise Quoirez, 19-year-old daughter of a Paris metal parts manufacturer. Slight and pert with a wise little monkey face, gay one moment, moody and sullen the next, she has been called the voice of France's "J3s," the wartime ration card number for the kids who are now in their late teens. She likes to drive fast cars, use up the afternoons shooting dice for the drinks on cafe terraces and spend whole evenings listening to jazz.

But she also likes to lie on the living room floor and peck at a typewriter. There, when she was 18, she wrote *Bonjour Tristesse* (*Good Morning, Sadness*) about a young monster who broke up her father's love affair lest it interfere with her own freedom. It rang with the adolescent's cry of hurt. In France it broke postwar records, selling over 250,000 copies, and in the U.S. it is high on best-seller lists, topping 40,000.

FRANCOISE AUTOGRAPHS BOOKS WHILE PUBLISHER RENE JULLIARD WATCHES →



You Can't Buy a
BETTER FAN-
Anywhere!!



because only **Vornado**
MOVES MORE AIR
3 times faster and
3 times farther....
THAN ORDINARY FANS

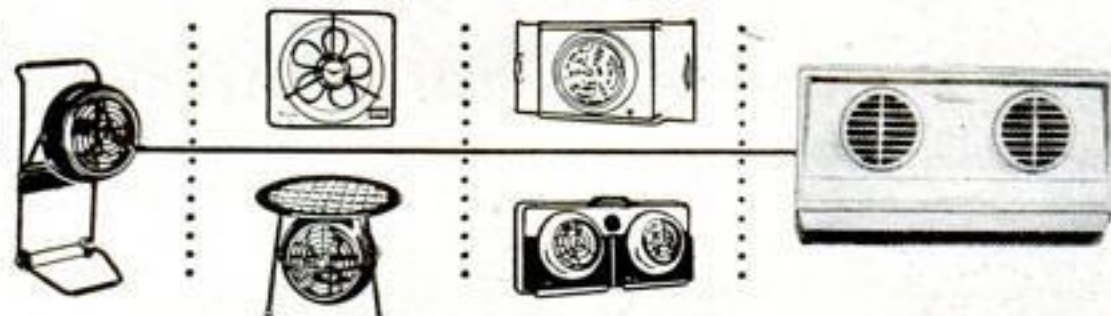
When you buy an air circulator, it's really air-movement and air circulation that you want for cooling comfort.

Vornado's exclusive patented twin injector cones, with deep pitched propeller, gives more air movement and far better room circulation than ordinary fans, yet costs no more.

Beautifully styled for pleasing appearance... new engineering principles give outstanding performance... and most important, you get more air circulation, that means more cooling comfort for the dollars you invest.

Vornado is the World's Finest air circulator! Compare it... and you'll buy it.

OVER
7,000,000
SATISFIED
USERS OF
VORNADO
PRODUCTS



products of **THE O. A. SUTTON CORPORATION**
WICHITA, KANSAS

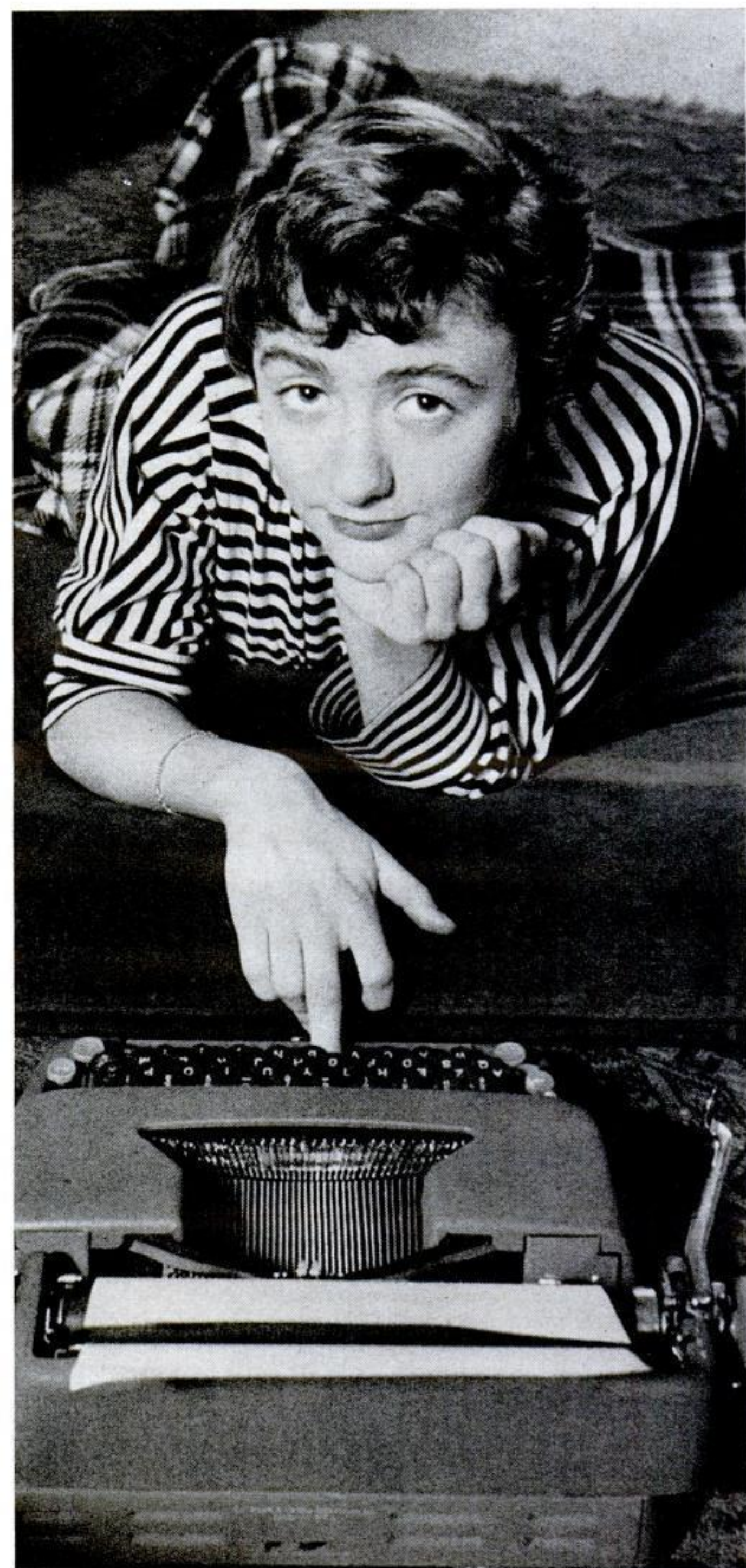
SPECIALISTS IN THE MANUFACTURING OF COMFORT COOLING APPLIANCES
Distributed in Canada by The Easy Washing Machine Co., Ltd., Toronto 10, Canada

Precocious Parisienne CONTINUED

STORY THE DEVIL MIGHT WRITE

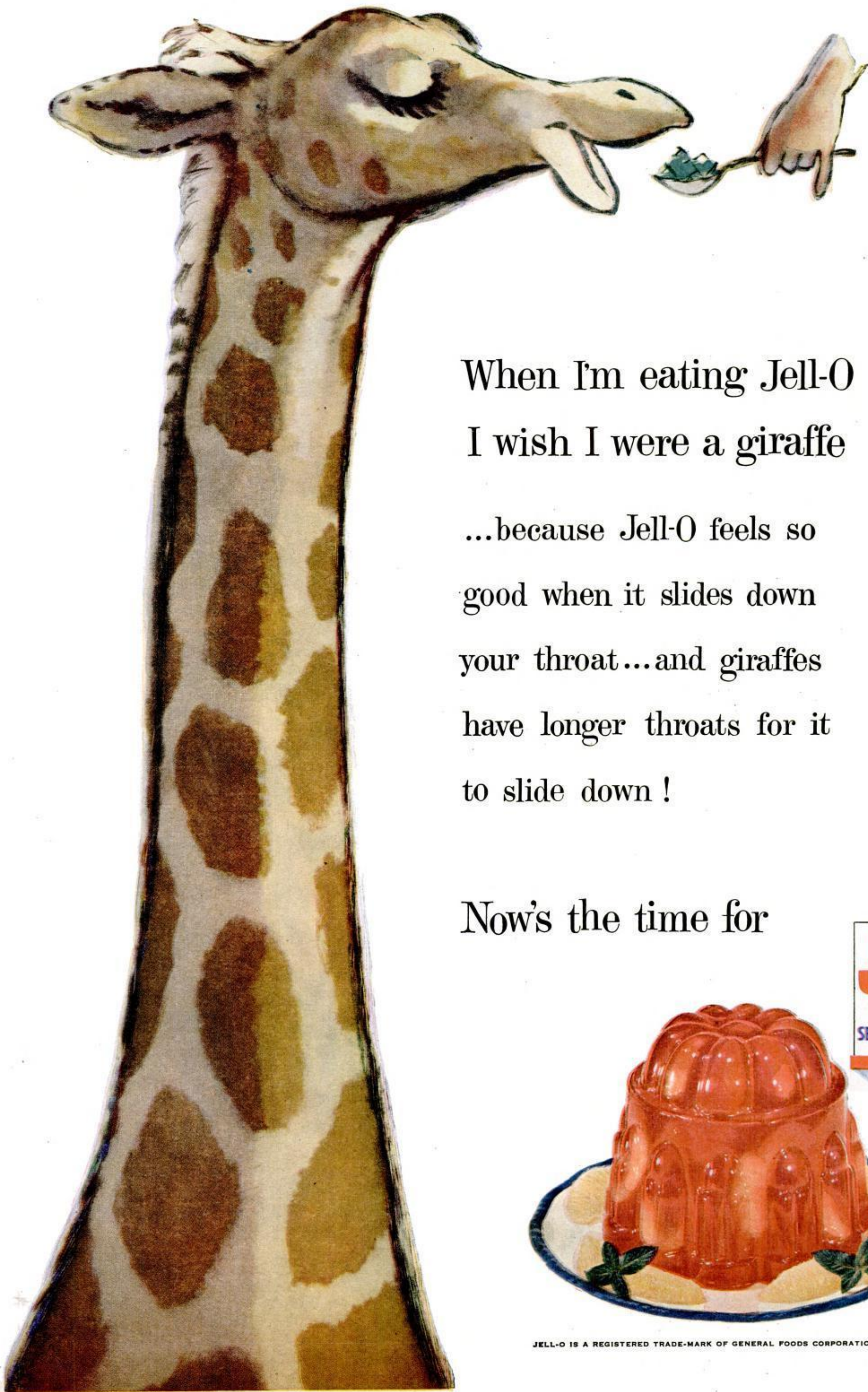
The novel Françoise Sagan wrote while lying on the floor is a slight and cynical tale. It is told by a 17-year-old girl who had been enjoying the bohemian freedom of life with her father, a gay widower who changes mistresses often. Trouble comes when the father picks an older woman and plans to marry her. The woman sets the girl to studying and the girl retaliates by using her own sweetheart and one of her father's former mistresses to wreck the proposed marriage. The woman commits suicide, and as father and daughter pick up their lives with new lovers the girl awakes each morning feeling sweetly sad.

Critics wondered how one so young could not only write with such facility but also know so much. François Mauriac, the famed Catholic writer, deeply troubled by the book, said he thought the devil wrote it. But Françoise Sagan, whose book recently brought more than \$150,000 for movie and stage rights, was not disturbed. Asked what she thought of the success of her book, she answered, "*C'est un coup de veine, mon vieux,*" in French, meaning, "It's a windfall, chum."



WRITING POSTURE Françoise prefers is prone on floor, punching typewriter with two fingers. She writes rapidly, turned out novel in one month.

CONTINUED ON PAGE 101



When I'm eating Jell-O
I wish I were a giraffe

...because Jell-O feels so
good when it slides down
your throat...and giraffes
have longer throats for it
to slide down !

Now's the time for



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

Copyright 1955, General Foods Corp.



NO deposit
return

SAFETY THIRST

in non-breakable
accident-proof cans!

SEVEN

SUPER LIVELY FLAVORS... AT GOOD STORES EVERYWHERE!



Copyright 1955, Cantrell & Cochrane Corporation



ON GETTING UP, Françoise starts up record player she keeps next to her bed. She turns it on about 9 a.m. when the telephone starts ringing for her.



ON NIGHT'S OUTING Françoise pushes disks in miniature shuffleboard for drinks against her escort, Francis Gross, in Left Bank Club du Discothèque.



ON BUSINESS TRIP Françoise rides launch from Capri. She has been writing travel articles entitled *Bonjour Capri*, *Bonjour Venice*, *Bonjour Jerusalem*.

CONTINUED ON NEXT PAGE

Want the fun of playing music ...but no time for lessons?



Try the Hammond organ you can play in 30 minutes!



1. You play the melody with one finger of the right hand, on the Hammond Chord Organ. If you don't read notes, you use easy Picture Music.



2. You play chords by touching a button with one finger of the left hand. Glorious chords that take 3 to 5 fingers on other instruments!

No lessons to take! In 30 minutes, you'll play a complete tune on the Hammond Chord Organ, even if you know nothing about music.

And a few weeks later, you'll be playing songs of all kinds—even classics. A Hammond Chord Organ means fun for life for the whole family. And now there's a new magic...

Now! Percussion tones added

To the vast tonal scope of the Chord Organ, Hammond adds "Touch-Response" percussion. Now you can accent your music with percussion effects like chimes, marimba, xylophone, guitar and hundreds more not possible on any other organ at any price!

Believe your ears. Hear the "Musical Kaleidoscope with the Hammond Chord Organ" at your dealer's soon. And mail coupon for more details.

The Hammond Chord Organ

by the makers of Hammond Organs

LOW AS \$97.50 DOWN

at most dealers.

Often 3 years to pay.

\$975 f.o.b. Chicago

in Walnut finish. Blond or Ebony slightly higher.

Hammond Organ Company
4234 W. Diversey Avenue, Chicago 39, Illinois
Without obligation, send full information on the Hammond Chord Organ.
Name _____
Address _____
City _____ Zone _____ State _____

1955, HAMMOND ORGAN COMPANY 5

POWERFUL ALL NEW

LEWYT

WORLD'S "EASIEST-TO-USE" VACUUM CLEANER

rolls on

BIG

wheels!



**SO LIGHT!
SO NEAT!
SO COMPACT!**

(only 10" x 12"!)

no lift!

no drag!

no carry!



Rolls ready-to-use from closet! Tubes, hose and nozzle can be kept assembled. Just roll out your Lewyt and away you go!



Not only swivels but rolls room-to-room! Lewyt's BIG rubber wheels roll over door sills, rugs, bare floors—never catch or scratch!



Rolls with all cleaning tools everywhere you go*—no chasing back and forth. Tools ride behind, can't bump your furniture!

No other cleaner—AT ANY PRICE gives you all these big features !

Most powerful Lewyt ever built — New Dual Turbo-Motor plus famous No. 80 nozzle get rugs brighter with fewer strokes!

"Power Dial" gives exact suction for wool rugs, cotton rugs, drapes!

PLUS No dust bag to empty • Built-in deodorizer • Allergy-proof 5-filter system • Amazing new quietness • Tubes lock—can't fall apart • "Pistol Grip" on hose • All metal floor tools • All genuine Fuller Brushes • Sturdy tip-toe switch • Comes with all cleaning tools

*"Papoose" Tool Rack for Lewyt and Wall Rack for closet, optional at small extra cost.



OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

DO IT with the all new LEWYT

Your nearest Lewyt dealer is listed under "vacuum cleaners" in your phone book. Available at leading stores in CANADA.

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

Precocious Parisienne CONTINUED

A HAPPY BONJOUR TO AMERICA



VISITING AMERICA, she attends the "April in Paris" ball. In New York she commented she was always "in cocktail saying bonjour, bonjour, bonjour."



IN PARIS GOWNS, author and elder sister Suzanne step out to see the town. Next month Françoise and her mother will tour America by automobile.



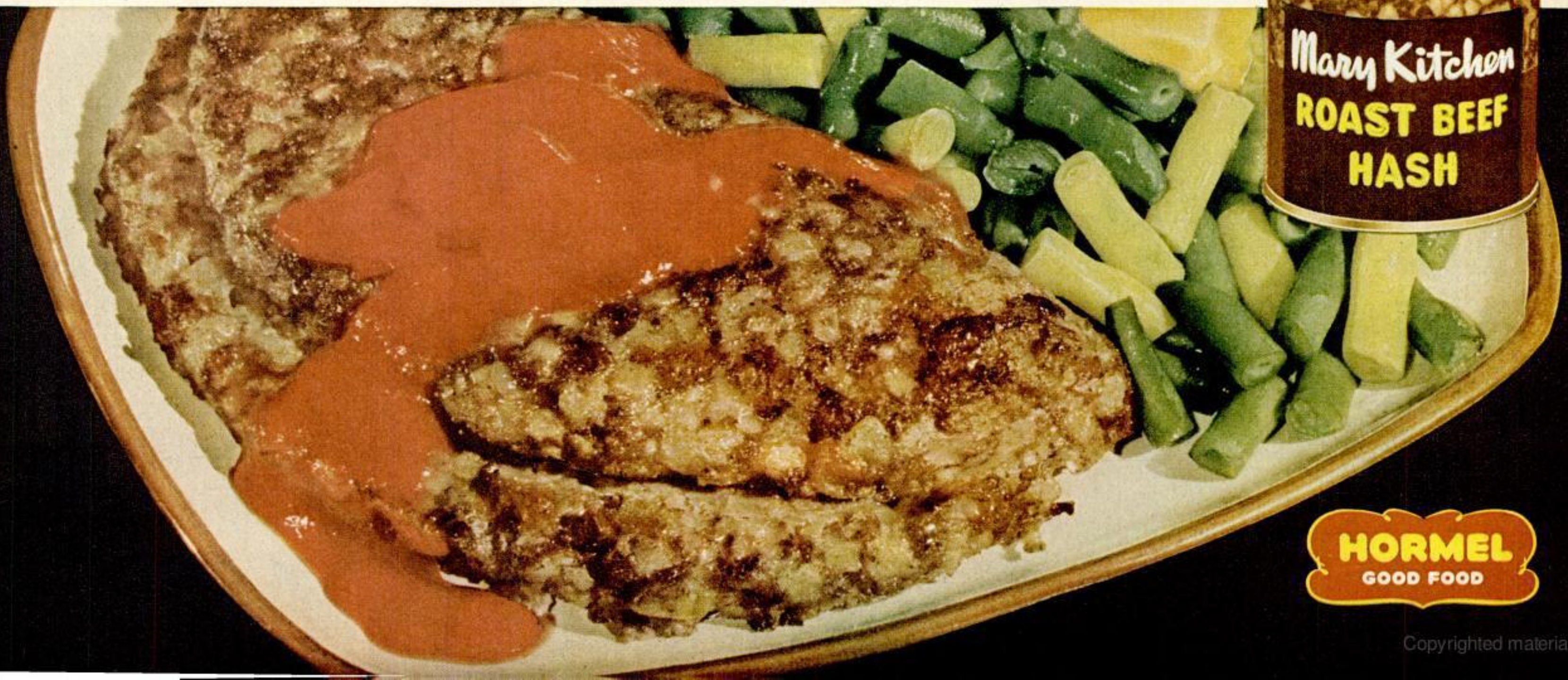
2 FOR "MEAT-AND-POTATO" MEN

Real man-style eating in Dinty Moore Beef Stew! It's *double-rich* in beef: to a lusty beef gravy is added still more beef, in tender succulent chunks. Then come firm white potatoes, golden carrots. Plenty of everything! . . . It's the BIG meal in the BIG can.

DINTY MOORE BEEF STEW.

"Do it again," he'll say, on tasting Mary Kitchen Roast Beef Hash, pan-browned in a crusty "omelet". To make this superb hash, Hormel *oven-roasts* good beef to a juicy brown, blends it with potatoes, subtle seasonings. It's new. It's different!

MARY KITCHEN ROAST BEEF HASH.



HORMEL
GOOD FOOD

Copyrighted material

Here's "STOP-ACTION" proof you rugged **NEW ALL-NYLON CORD**

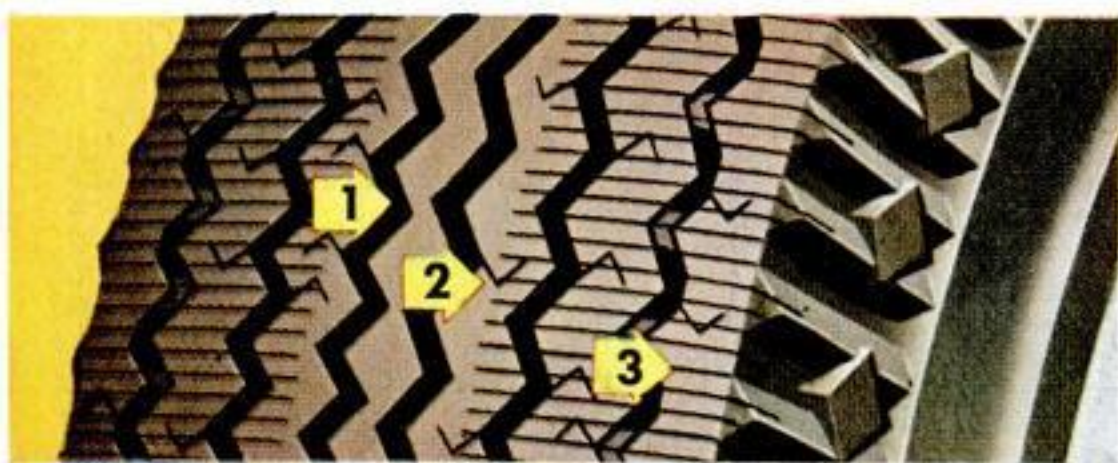


Here's traction in action on a slippery road at night! We attached a yellow light to the rear fender of a car equipped with new All-Nylon Cord Tubeless DeLuxe

Super-Cushions; a red light to the rear fender of the same make and model of car equipped with last year's premium tires with conventional treads. Both

drivers sped down this wet, slick street, crossed the signal marker together, and slammed on the brakes. This time-exposure picture shows you the results. The

**THERE'S A BIG DIFFERENCE IN TIRE TREADS! ONLY GOODYEAR HAS
A TRIPLE COMBINATION FOR GREATER SAFETY!**



To give you "surefootedness," Goodyear has combined (1) saw teeth rib edges with (2) deep-cut Stop-Notches and (3) flexible cross-cuts.

What does all this technical talk mean? Just this. It means that more than 8,000 edges are ready to give you swift, safe stops and help protect you, too, from dangerous slips and skids. What's more, Goodyear gives you all of this

added traction without any added noise.

With today's smooth-finish highways and fast, powerful cars, you need more dependable, longer-lasting traction. And that's exactly what you get in the new All-Nylon Cord Tubeless DeLuxe Super-Cushion.

On any road, at any speed, this great new tire delivers a smooth, quiet ride.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



**NEW ALL-NYLON CORD TUBELESS
DELUXE SUPER-CUSHION BY**



Look for this sign; there's a Goodyear dealer near you.

get amazing traction with the **TUBELESS TIRE** by GOODYEAR!



red line is long and irregular, while the yellow line is short and straight. "On camera" evidence that the new All-Nylon Cord Tubeless DeLuxe Super-Cushion

lets you brake to swift, safe, straightline stops. And you do it with much less slip and sway. Bring your car up-to-date with this ultra-modern tire.

THERE'S A BIG DIFFERENCE IN TIRE CORD! **ONLY GOODYEAR HAS TRIPLE-TEMPERED 3-T NYLON!**

Nylon is pound-for-pound stronger than steel. And in its exclusive and patented 3-T process, Goodyear Nylon Cord is integrated with improved rubber compounds and triple tempered under Tension, Temperature and Time to produce an ultra-modern tubeless tire body.

You get proved miracle strength in the All-Nylon Cord Tubeless DeLuxe Super-Cushion.

Goodyear's 3-T Nylon Cord has withstood the crumpling blows of a pile driver, almost a million smashing blows on railroad ties, over 1,000 punishing runs over jagged rocks!

See this stronger, safer tubeless tire today. It will fit your present rims, and your Goodyear dealer will buy all the unused mileage in your present tires. Goodyear, Akron 16, Ohio.

This great new tread is also available in an All-Nylon Cord Super-Cushion tire that uses a tube.



This ultra-modern, all-nylon tubeless tire costs only a few dollars more than a standard tubeless tire.

GOODYEAR

Super-Cushion, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio

IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!***

**Can't brush after every meal? One Gleem brushing
destroys most decay bacteria!**

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay). Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new
GLEEM has 
new cleaner and decay fighter!**



Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem gives most people *all day* protection against mouth odor. Scientific tests prove brushing with pure, white Gleem stops most unpleasant mouth odor so effectively the mouth stays fresh *the whole day!*

Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!



DU PONT'S NEW PLASTIC FILM, CALLED "MYLAR" AND AS THIN AS A HUMAN HAIR, EASILY SUPPORTS A TWO-TON CAR, COULD PROBABLY HOLD A 10-TON TRUCK

A BIG UPLIFT FOR PLASTICS

Firms unfurl new films, foams

One recent afternoon engineers at the Du Pont Company swung a paper-thin sling under a car and raised it completely off the ground, thereby raising the curtain on a bright new phase of the plastics industry. The film, called Mylar, is one of several new plastics which can do things no other plastic has ever done and whose development is pushing the industry into further expansion. Mylar, a third as strong as structural steel, is an excellent insulator, resists chemicals and solvents. Formed into recording

tape or parachutes (*p. 108*), it is unbreakable.

Another promising plastic is a class of foams called isocyanates. Developed in Germany and the U.S., the foams can be formed in any consistency from the rigidity of plywood to the softness of a pillow. Light and resilient, they may soon replace other synthetic and rubber foams for cushioning. As filling for Army pontoons, they provide buoyancy and strength. Because of their durability they may ultimately be used for 100,000-mile automobile tires.

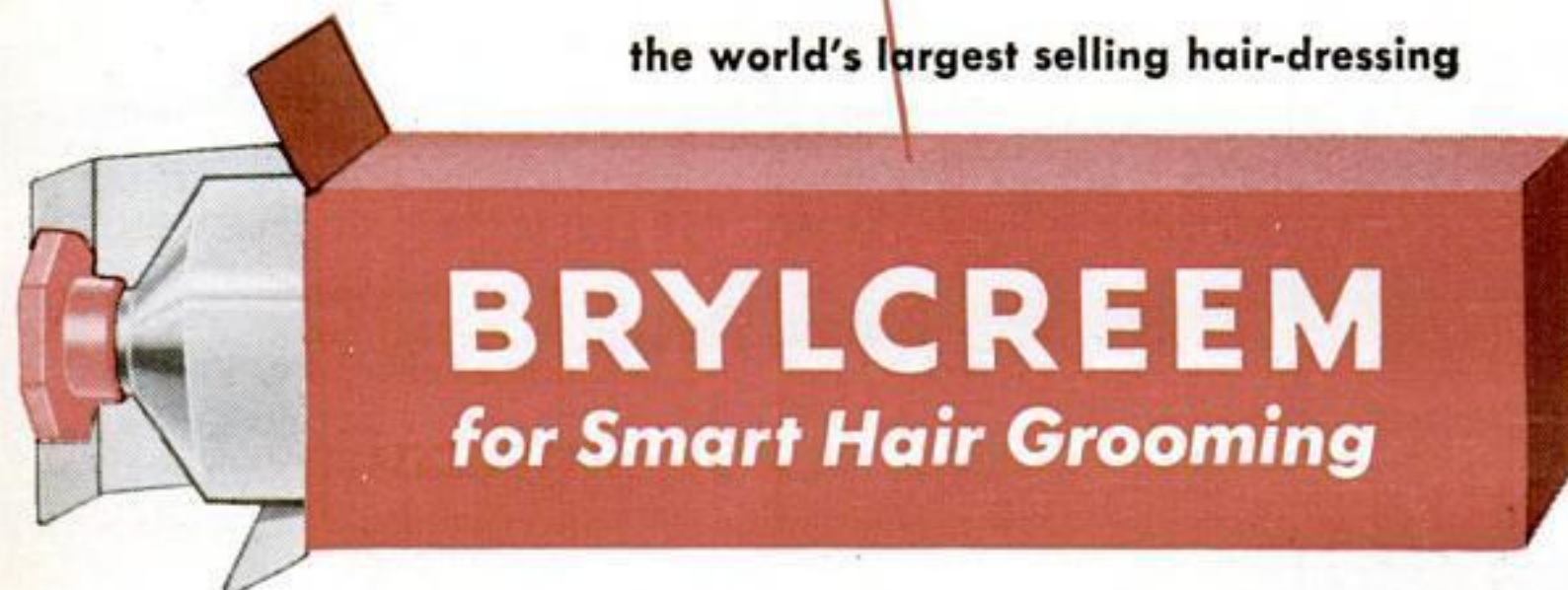
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

Big Uplift for Plastics CONTINUED

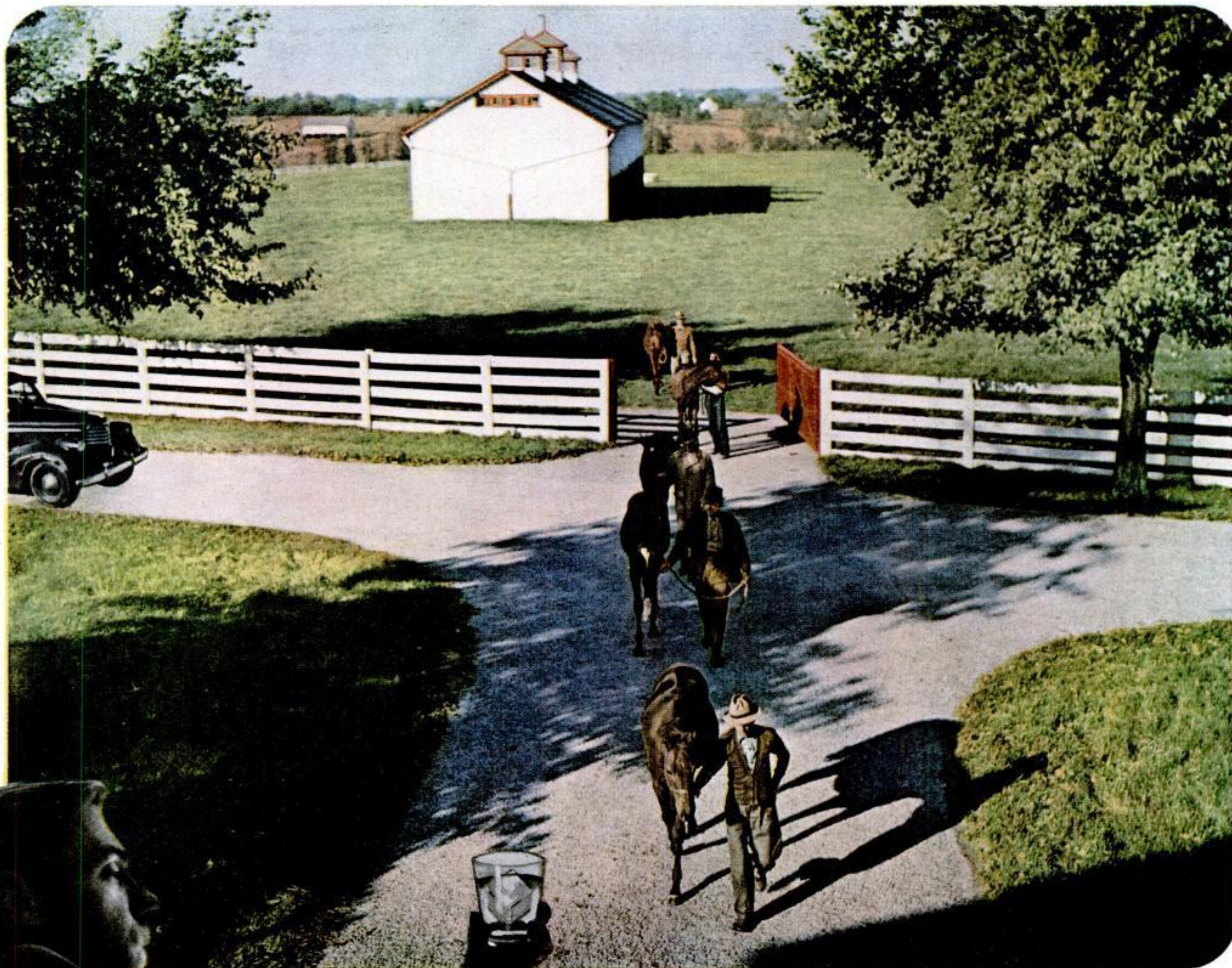


MYLAR PARACHUTE only a thousandth of an inch thick floats a 185-pound dummy from a plane. Similar chutes are being tested for the armed services.



TRANSPARENT TRAMPOLINE of Mylar is tromped on by Du Pont's Dean Carnegie, an amateur acrobat, as he tests film's strength in stroboscopic photo.

[CONTINUED ON PAGE 111](#)



Rest assured
when you drink Early Times.
Kentuckians who know so much
about fine horses and fine whisky,

choose Early Times year after
year over all other straight
bourbons. **It's every
ounce a man's
whisky.**

EARLY TIMES



© 1955 E.T.D.C.

KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY. • 86 PROOF

DOWN THE HATCH!



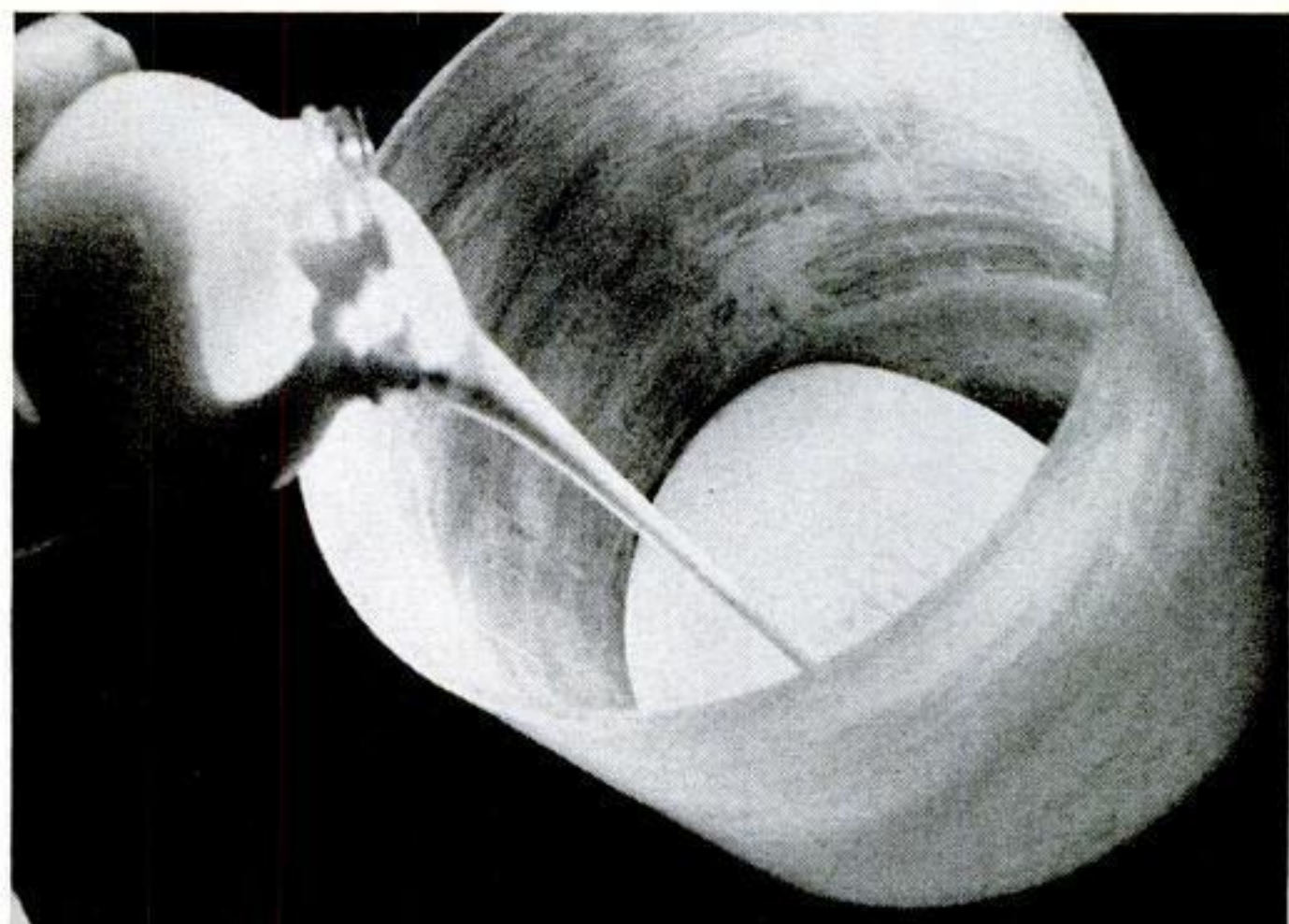
All aboard for *extra* pleasure—a big bowl of Sugar Crisp for breakfast! Just look at those honey-and-sugar coated puffs of wheat. Crispy! Crunchy! Delicious! Wonderful eating any time! To discover a whole new world of flavor. . . .

For goodness sake—get **Post Sugar Crisp!**

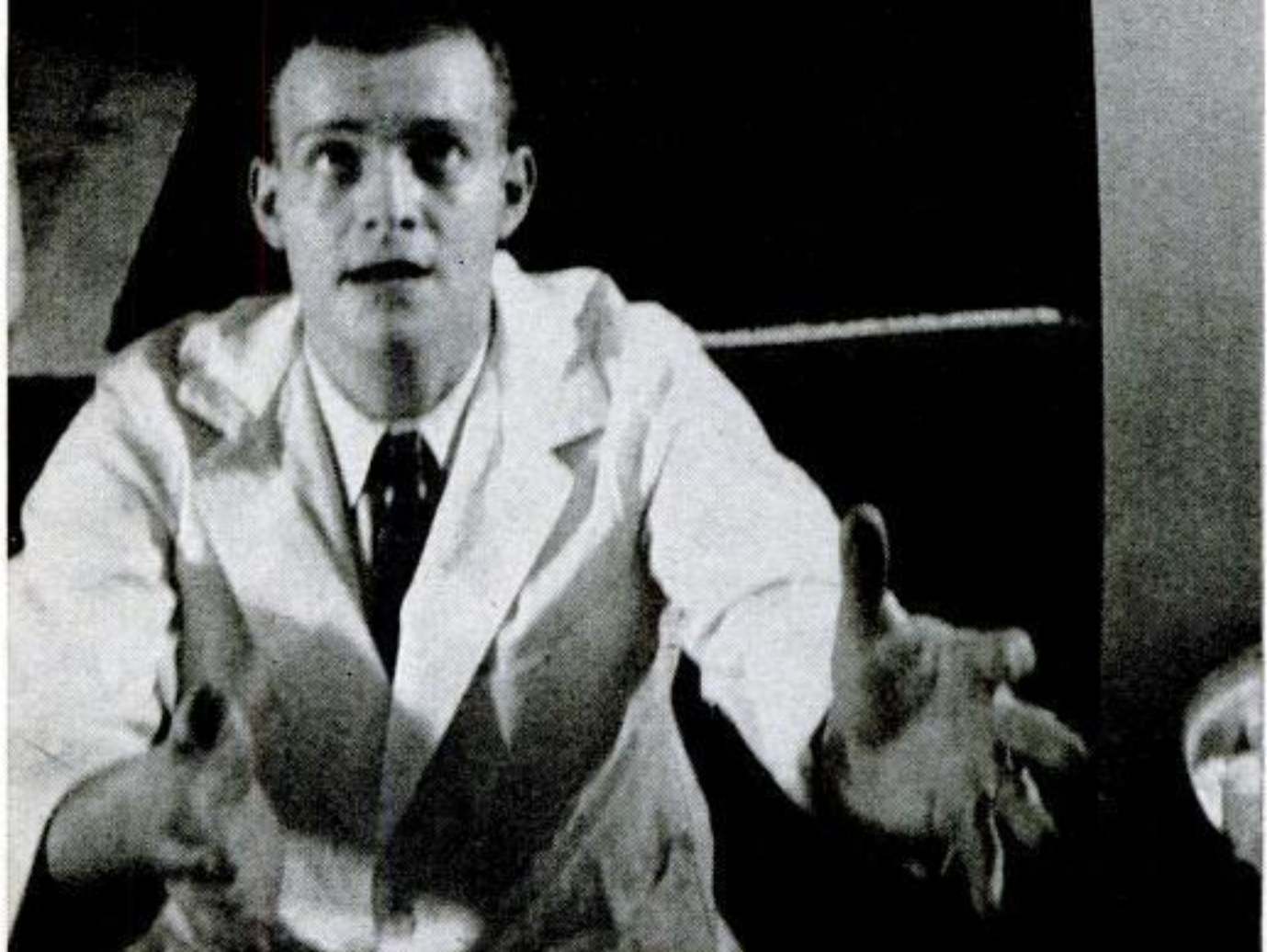
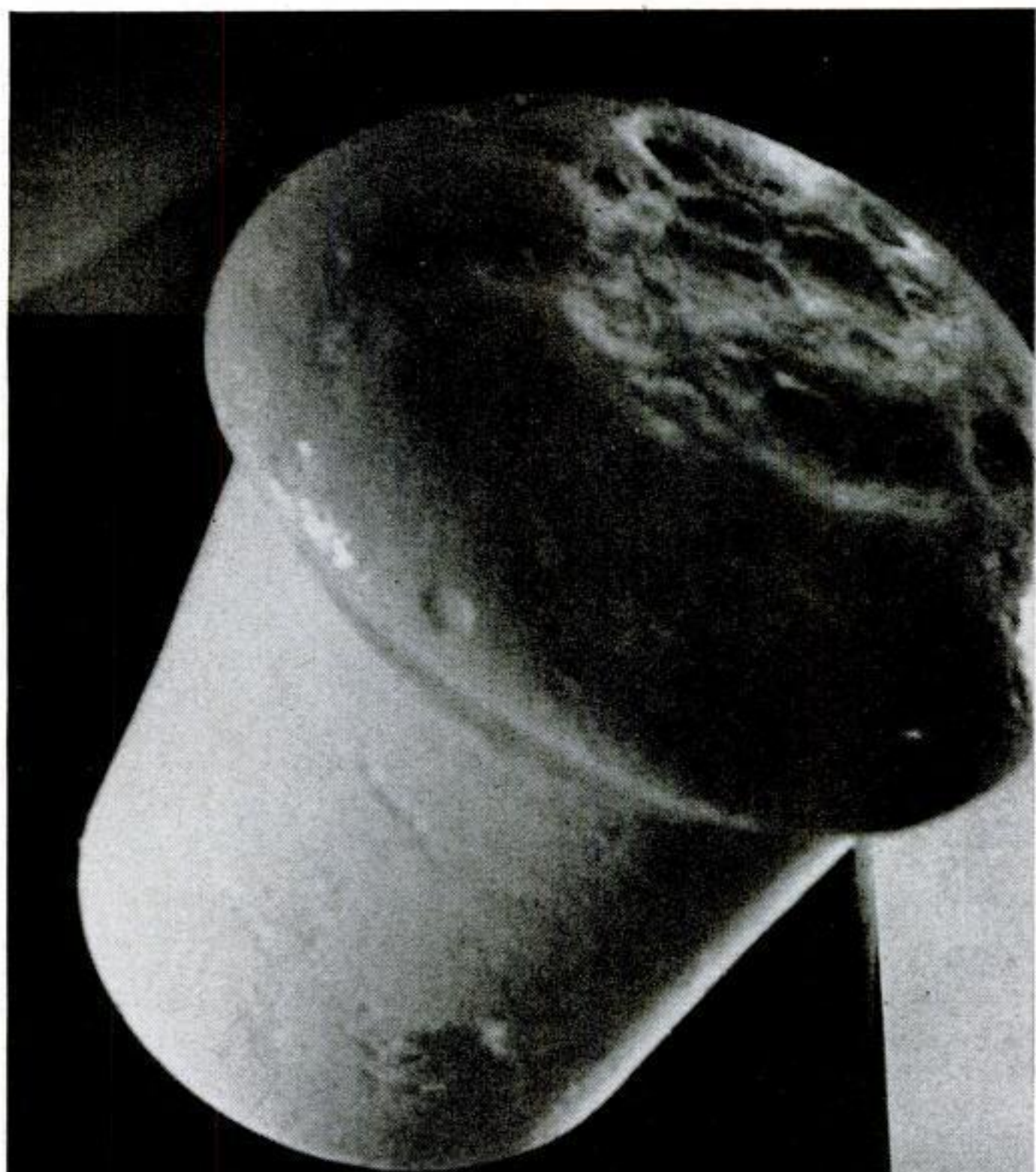


For **BREAKFAST** it's dandy!
For **SNACKS** it's so handy...
or eat it like **CANDY!**

MAMMOTH ISOCYANATE MUFFIN



INTO A MOLD goes a quart of liquid isocyanate. Once mixed with a catalyst, the liquid begins to foam, fills the five-gallon mold and solidifies.



INTO THE AIR flies the 15-inch-high, 1½-pound muffin as chemist demonstrates its light weight. Such rigid isocyanates are used for wall insulation.

CONTINUED ON NEXT PAGE



Feel fresh again, fast!
(RICHardson's cool, rich, zippy flavor does it)



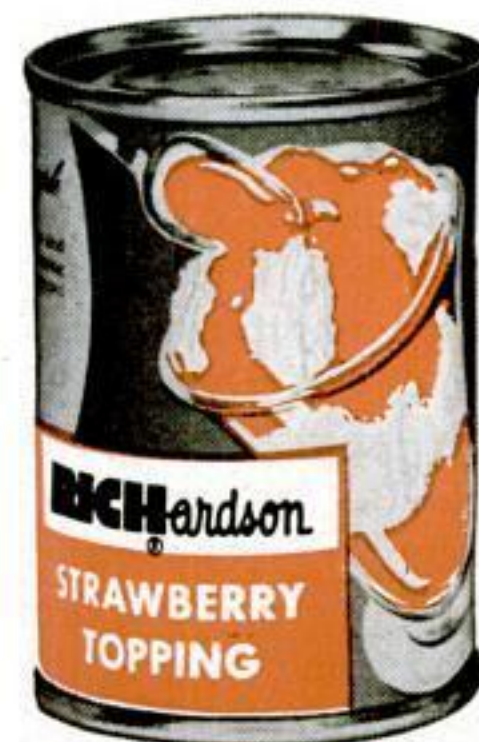
RIGHT AT HOME . . . Real soda-fountain sundaes, sodas, rich milk shakes—fast as you want one—with RICHardson toppings.

Fruity strawberry and pineapple, delicious butterscotch and chocolate flavors. Four or more servings in every can.



Look for them at your favorite store.

RICHardson Corporation
Rochester 3, N. Y.





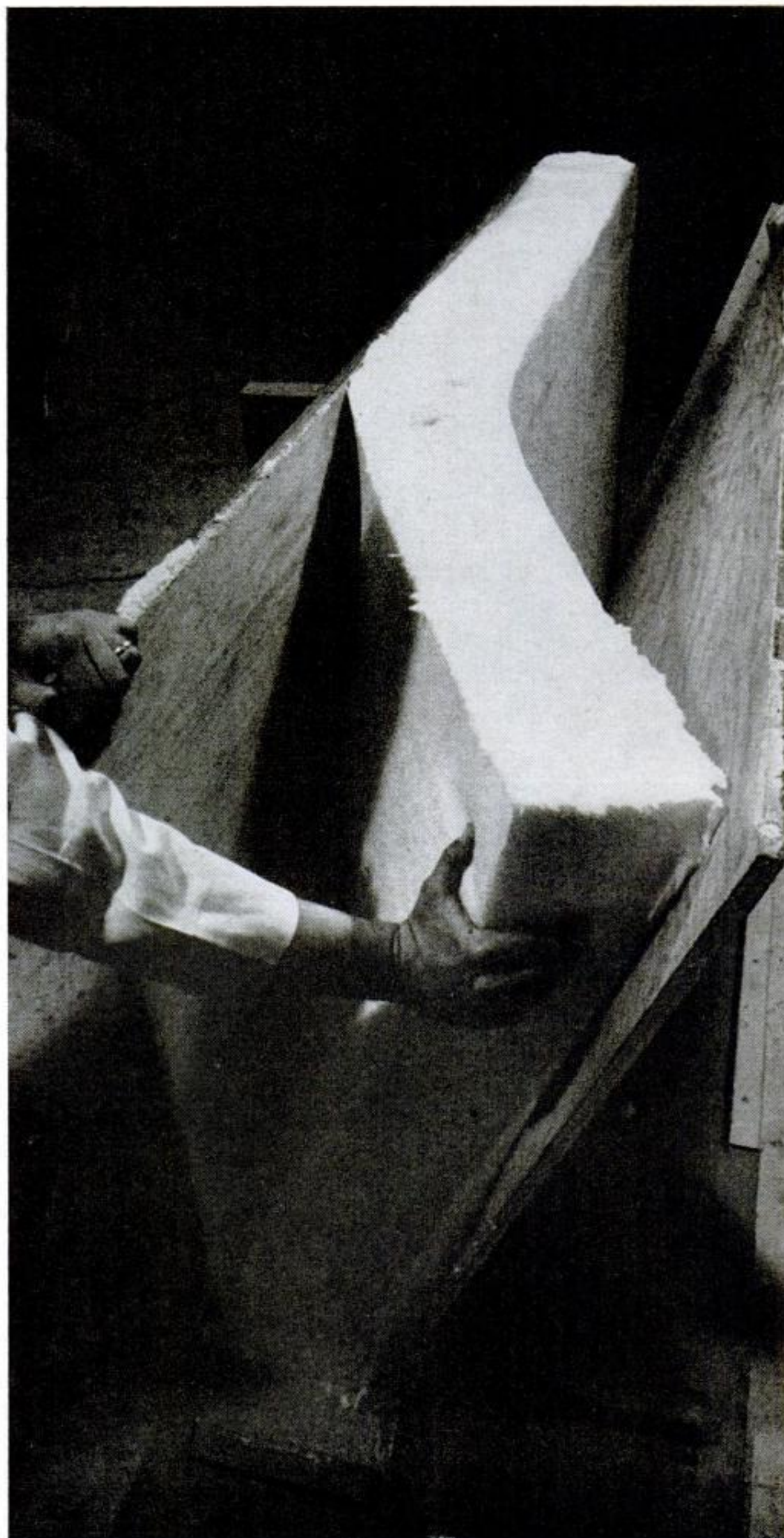
"Yes, Quaker State, please
...I want the best!"

The lady is as smart as her clothes and her new car would indicate. For Quaker State Motor Oil is superior from start to finish. Begins as choicest 100% Pure Pennsylvania Grade Crude Oil, world's finest. Then it is super-refined and fortified, as only Quaker State knows how. Thus, its excellence is both natural and man-made. You get the perfect modern motor oil. Economical to use, too. Every quart goes farther!



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

Big Uplift for Plastics CONTINUED



RESILIENT ISOCYANATE is taken from mold. It requires a mixture different from muffin (p. 110). Only six gallons of liquid were needed to form it.



SOFTNESS TEST is given makeshift mattress by chemist. Because of ease of fabrication, production costs will probably be lower than on current foams.



she's got

viv

(you can have it, too!)

It's not so much beauty as it is personal vibrancy and sparkle, and all those indefinable qualities that make everyone instantly aware of her.

For now there's a new lipstick that brings out all the vividness and sparkle of the real you with exciting colors that make you look and feel vividly alive. It's the new VIV lipstick by Toni. VIV's new *High-Chroma Formula* gives you the most vivid colors any woman has ever worn. Choose from six bright shades, each as sparkling as the Vivid Coral you see here. Try VIV, that vivid new lipstick by Toni.

new viv lipstick
by *Toni* \$1.10
plus
tax

Comfortable, long-lasting and very, very vivid.

© The Gillette Co.

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ALL OUT WITH

"P-F"* Canvas Shoes help
the whole family play
or work longer in
greater comfort

"P-F"*
*®

Insist on **"P-F"** Canvas Shoes...made only by

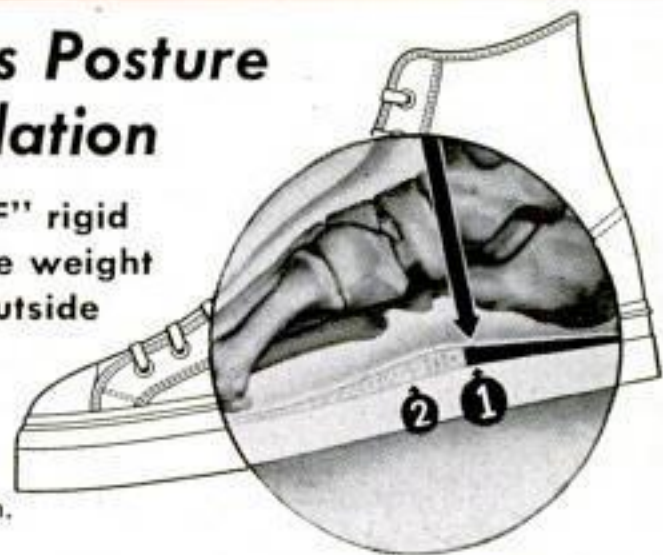


FOR MORE SUMMER FUN

"P-F" means Posture Foundation

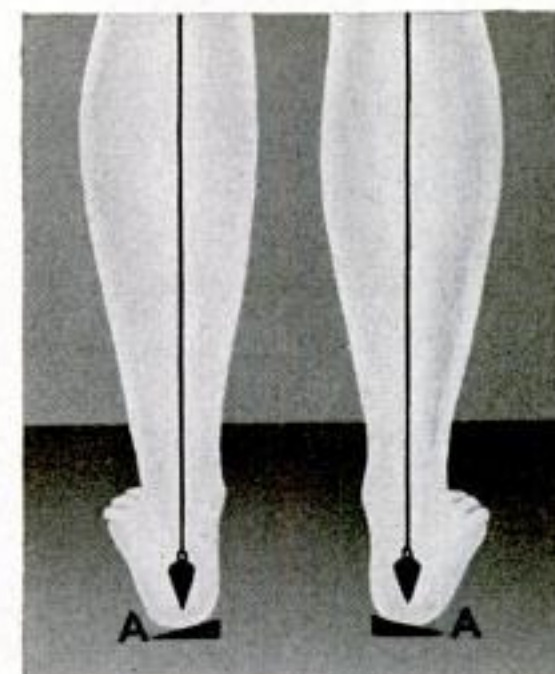
1. The important "P-F" rigid wedge helps keep the weight of the body on the outside of the normal foot—decreasing foot and leg muscle strain.

2. Sponge rubber cushion.



X-RAY DIAGRAM ILLUSTRATES THE SCIENTIFIC PRINCIPLE OF "P-F"

BODY WEIGHT ON OUTSIDE of normal foot with aid of "P-F" rigid wedge ("A" at right) helps reduce fatigue, and increase comfort.



Look for the initials "P-F" on the insole



B. F. Goodrich and Hood Rubber Co.

Cadillac



Favorite of All Nations !

At a conservative estimate, fifty per cent of all the motorists in America would rather own a Cadillac than any other automobile.

But what is equally important, this desire to own and drive the "car of cars" is shared by people throughout the civilized world.

In virtually every nation where the Cadillac car is seen and driven, it is the overwhelming favorite!

This is, we think, entirely logical. For Cadillac's virtues are too numerous and too apparent to be misunderstood anywhere.

The car's great and inspiring beauty . . . its marvelous distinction . . . its magnificent performance and handling ease . . . and its extraordinary luxury and riding comfort . . . simply have no counterpart on the world's highways.

Of course, *all* of these remarkable Cadillac qualities are more evident today than ever before. And if you haven't as yet made a personal investigation of this latest Cadillac masterpiece, we invite you to come in soon—and do so.

One look and one ride—and you'll understand clearly why Cadillac is so universally recognized as the "Standard of the World"!



YOUR CADILLAC DEALER



IN AGONY OF RAGE AND PAIN POLIO-STRICKEN SINGER MARJORIE LAWRENCE (ELEANOR PARKER) UPSETS A PHONOGRAPH PLAYING ONE OF HER RECORDS

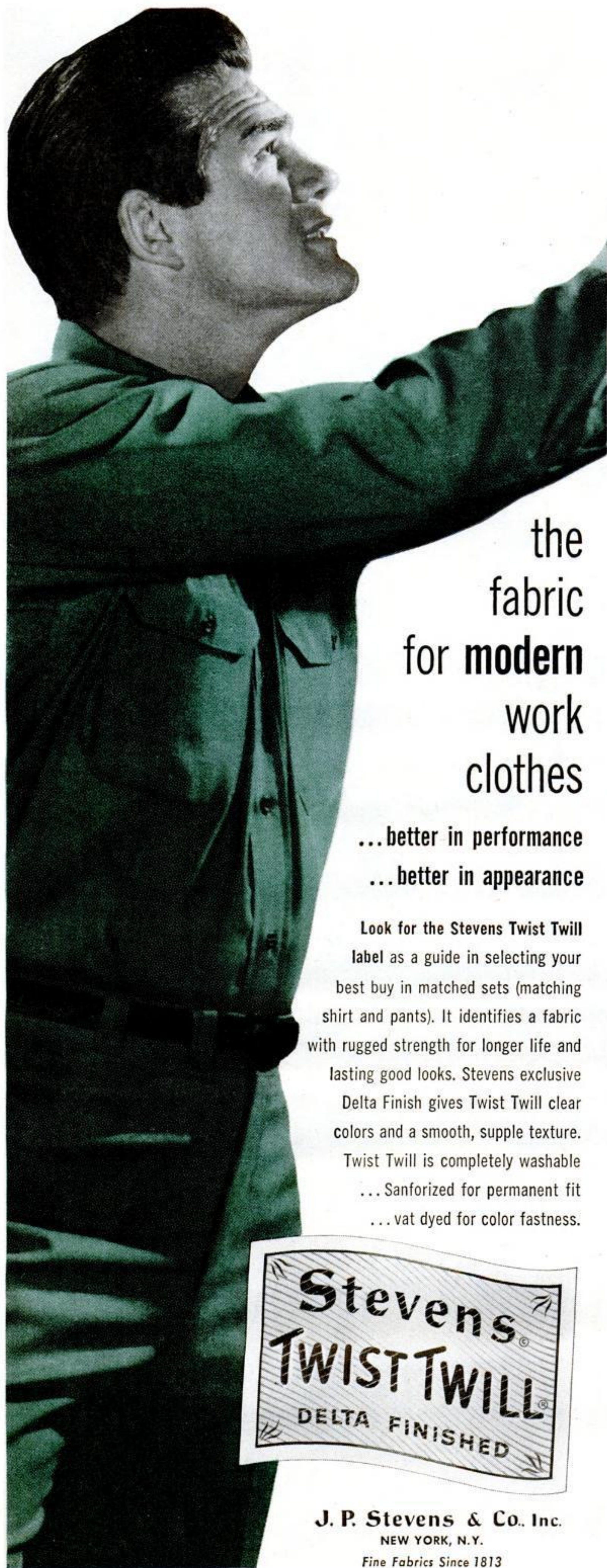
Soprano's Second Comeback

MARJORIE LAWRENCE'S FIGHT WITH POLIO MAKES UNUSUAL MUSICAL

Best dramatic reason for a musical film in a long time is the life of Marjorie Lawrence, world-famous soprano who recovered sufficiently from crippling infantile paralysis to make a remarkable comeback at the Metropolitan Opera (LIFE, Feb. 8, 1943). The film is *Interrupted Melody*, and M-G-M has wisely adhered pretty closely to Miss Lawrence's own memoirs, which told how she rose from childhood on a sheep ranch in Australia to a brilliant international operatic career only to have it cut

short in 1941 by an attack which left her paralyzed from the waist down.

To tell her story, *Melody* has cast Eleanor Parker, an actress as hard-working and irrepressible as Marjorie Lawrence herself, with Glenn Ford as her husband, Dr. Tom King. Best of all, however, it avoids the rags-to-riches pattern of ordinary musical biography by facing up to the helpless, near-suicidal depression that polio can cause (*above*) and the way in which one brave couple licked it back in the days before Dr. Jonas Salk.



the
fabric
for **modern**
work
clothes

...better in performance
...better in appearance

Look for the Stevens Twist Twill label as a guide in selecting your best buy in matched sets (matching shirt and pants). It identifies a fabric with rugged strength for longer life and lasting good looks. Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth, supple texture. Twist Twill is completely washable
... Sanforized for permanent fit
... vat dyed for color fastness.



J. P. Stevens & Co. Inc.
NEW YORK, N.Y.
Fine Fabrics Since 1813

SINGER'S SECOND COMEBACK CONTINUED



AS STUDENT in Paris, Marjorie Lawrence besieges hard-to-see voice teacher by singing in courtyard. Dubbed film voice is that of soprano Eileen Farrell.



AS BRUNNHILDE in *Götterdämmerung*, the ranch-bred Marjorie amazed operagoers by riding horse instead of timidly leading it, the usual practice.



AS USO TROUPER following polio attack, Marjorie regained confidence by singing to armed forces during the war. Here she is lowered on dock hoist.

[CONTINUED ON PAGE 121](#)

FIRST at moderate price

A TUBELESS TIRE

WITH NYGEN[®]

THE GENERAL TIRE

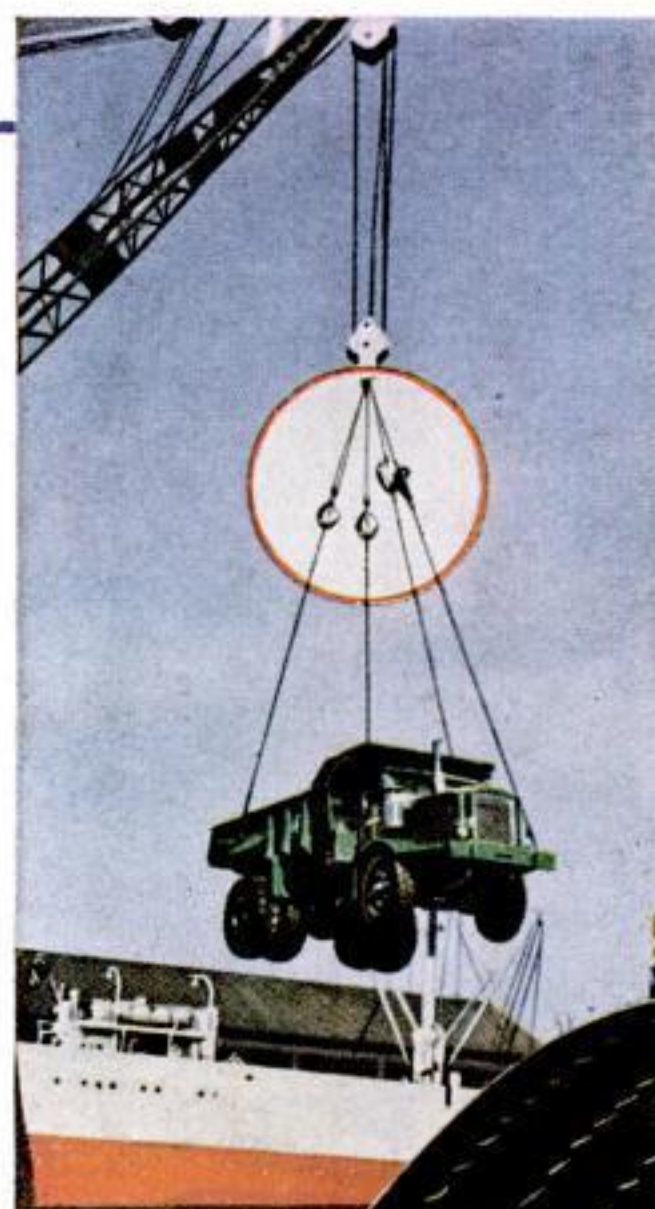
Only General Has Nygen!

General's Nygen is known as "the most indestructible cord ever developed for tires". Pound for pound, it is stronger than steel cables!

Pictured here is almost unbelievable proof of Nygen's strength. Yet, it is only one of many spectacular proofs of how blowout resistant Nygen really is. And of course, Nygen is exclusive with General.

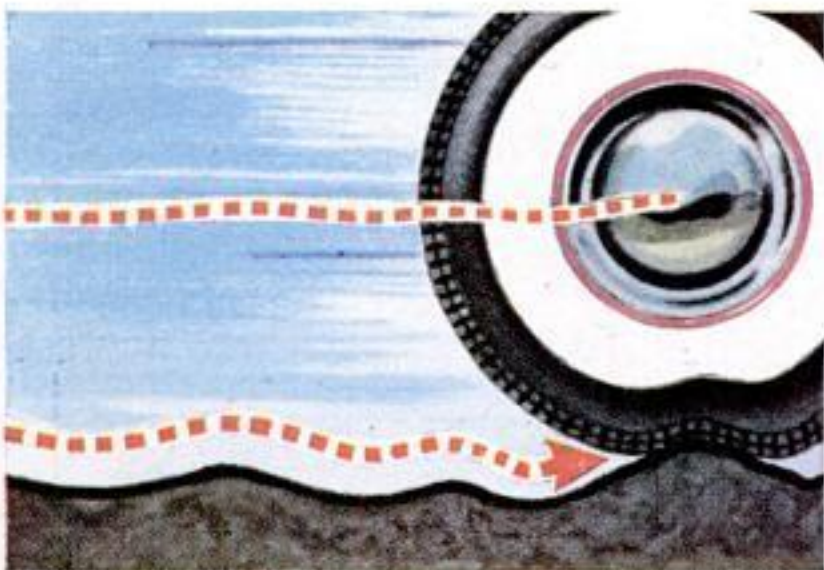
Don't be without this extra strength in the tires you trust with your life and the lives of your family. It may save your lives—and this protection is available now at moderate cost.

*See the new General Nygen Tire
at your General Tire Dealer's.*



**GENERAL NYGEN
TUBELESS TIRES**
Lift 22-ton Dump Truck!

In this remarkable test, huge 22-ton dump truck is hoisted high in the air—the entire weight on four General Nygen Passenger Car Tires.



EASIER RIDING!

Nygen Cord allows The General Tire to be up to 20% more flexible than other tires. Rough spots are better absorbed. Scuffing is minimized and road-hugging traction improved.

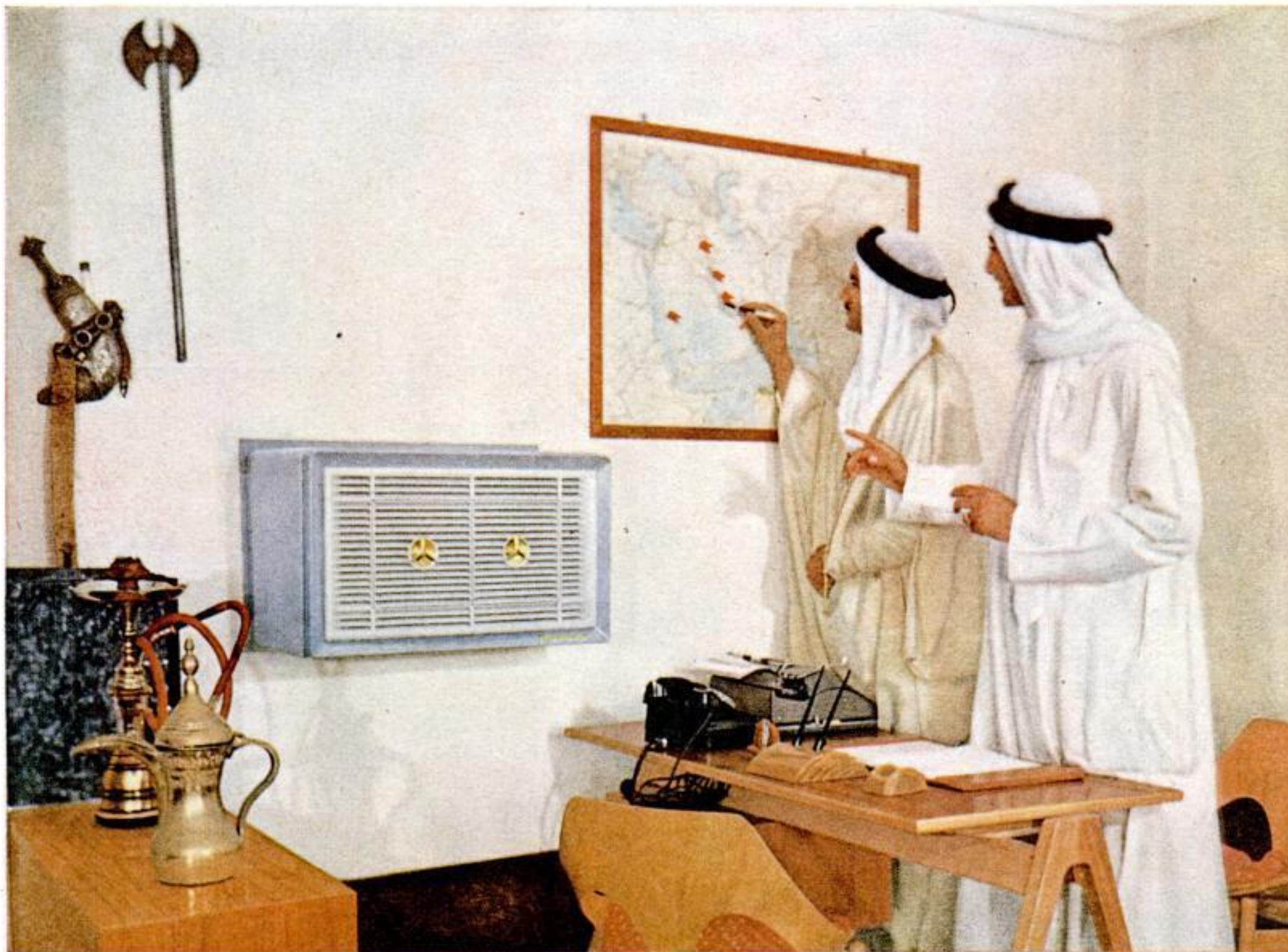


SAFER STOPS!

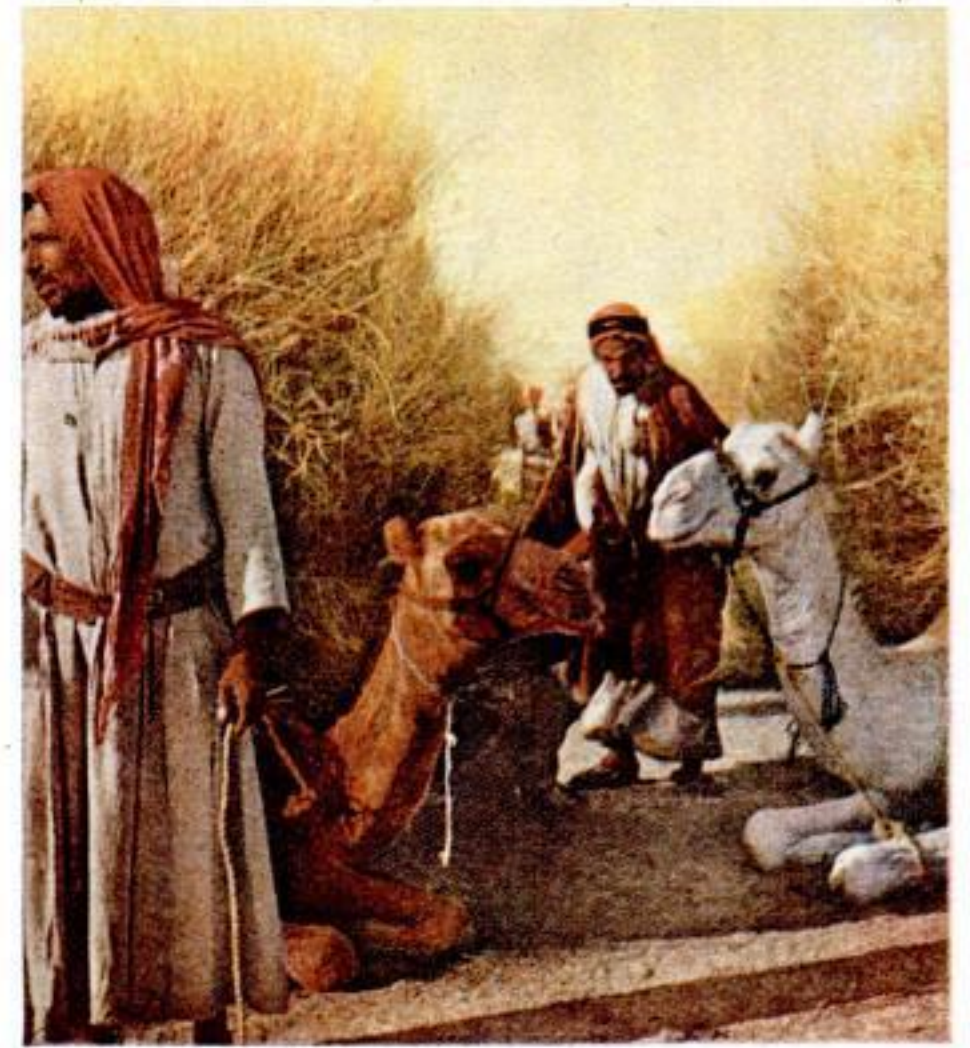
15,000 "cross-tread squeegees" around the tread of the tire, add cat's-paw sureness in wet, slippery going. Quiet running. Long wearing. Quicker, safer stops.

PROVED IN THE BLAZING HEAT OF KUWAIT!

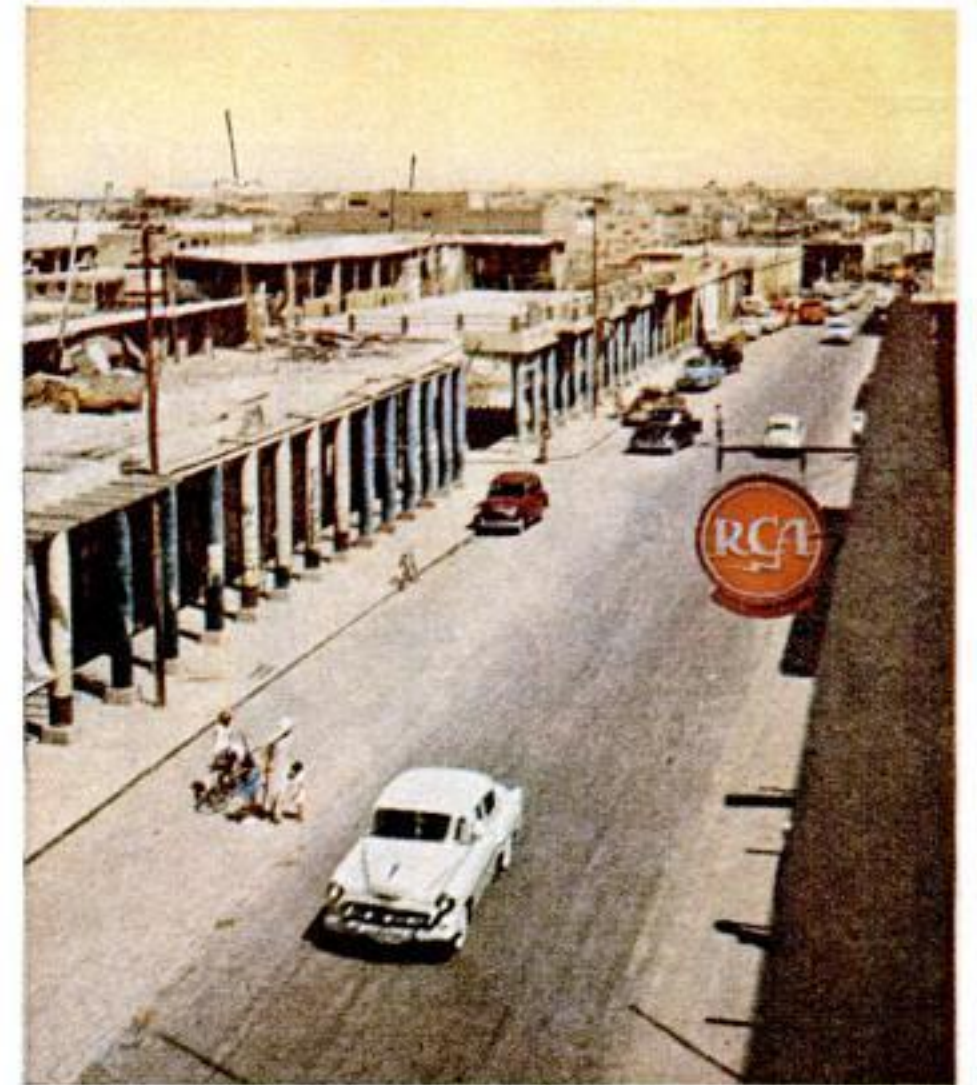
RCA Air Conditioners backed by the research and engineering skill of RCA . . . your guarantee of satisfaction here at home



A MODERN MIRACLE comes to Kuwait, changing blistering desert heat into delightful, mountain-cool comfort. Above, an RCA Air Conditioner maintains ideal year 'round climate control in the offices of a prominent business firm.



PARCHED DESERT extends inland for about 200 miles from Kuwait situated on the Persian Gulf.

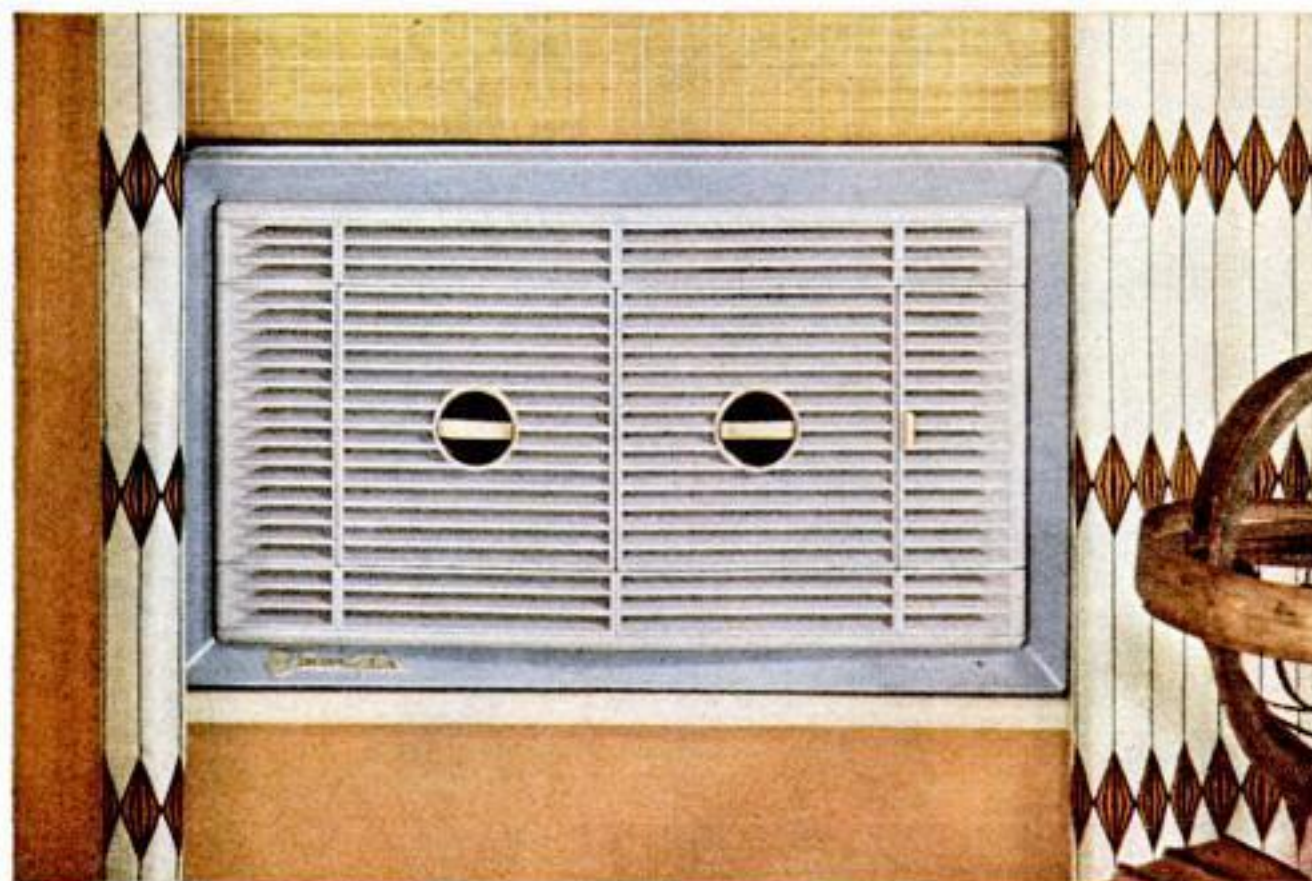


SCORCHING SUN beats down on the city . . . a challenge to the efficiency of any air conditioner.

FOR YOUR HOME OR OFFICE choose the one air conditioner *proved* in the world's toughest weather spots . . . an RCA!

In climates far worse than anything you might experience at home, RCA Air Conditioners are changing blazing heat and steamy humidity into wonderfully cool comfort . . . filtering out dirt, dust, sand and pollens . . . proving again the great efficiency and dependability that is engineered into all RCA products.

Why swelter through another summer when it's so easy to control your own climate? With an RCA Air Conditioner you'll live and sleep in cool comfort regardless of outside weather. You'll breathe clean, fresh, filtered air . . . enjoy new freedom from dust, dirt and pollens. See the new RCA Air Conditioners now at your dealer's. RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY.



NEW FLUSH MOUNTING . . . permits you to install the new 1955 RCA Air Conditioner *flush* with inside walls so as not to interfere with draw drapes or curtains. The right size for every room, $\frac{1}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ h.p. models . . . all engineered for better year 'round living. Beautifully styled and finished in smart two-tone gray to enhance any decorative scheme.

Wherever you live, you'll feel better with an

RCA Air Conditioner



because RCA makes a world of difference anywhere in the world!

ONLY RCA GIVES YOU ALL THESE ADVANTAGES:

FAMOUS "HEART-OF-COLD" COMPRESSOR with 5-year warranty.

"HUSH-A-BYE" FANS for whisper-quiet operation.

PERMANENT FILTER that never needs replacement.

PUSH-BUTTON CONTROLS in concealed "Climate Tuner" Panel.

DIRECTIONAL GRILLES that turn air wherever you want it.

AUTOMATIC THERMOSTAT for constant temperature control.

HEATS OR COOLS—heating available on some models.

RCA FACTORY SERVICE available only to RCA owners.



REAL-LIFE MARJORIE is starry-eyed as she is wheeled to Metropolitan stage by her husband, Dr. King, for her comeback as Venus in *Tannhäuser*.

HER TRIUMPHANT RETURN

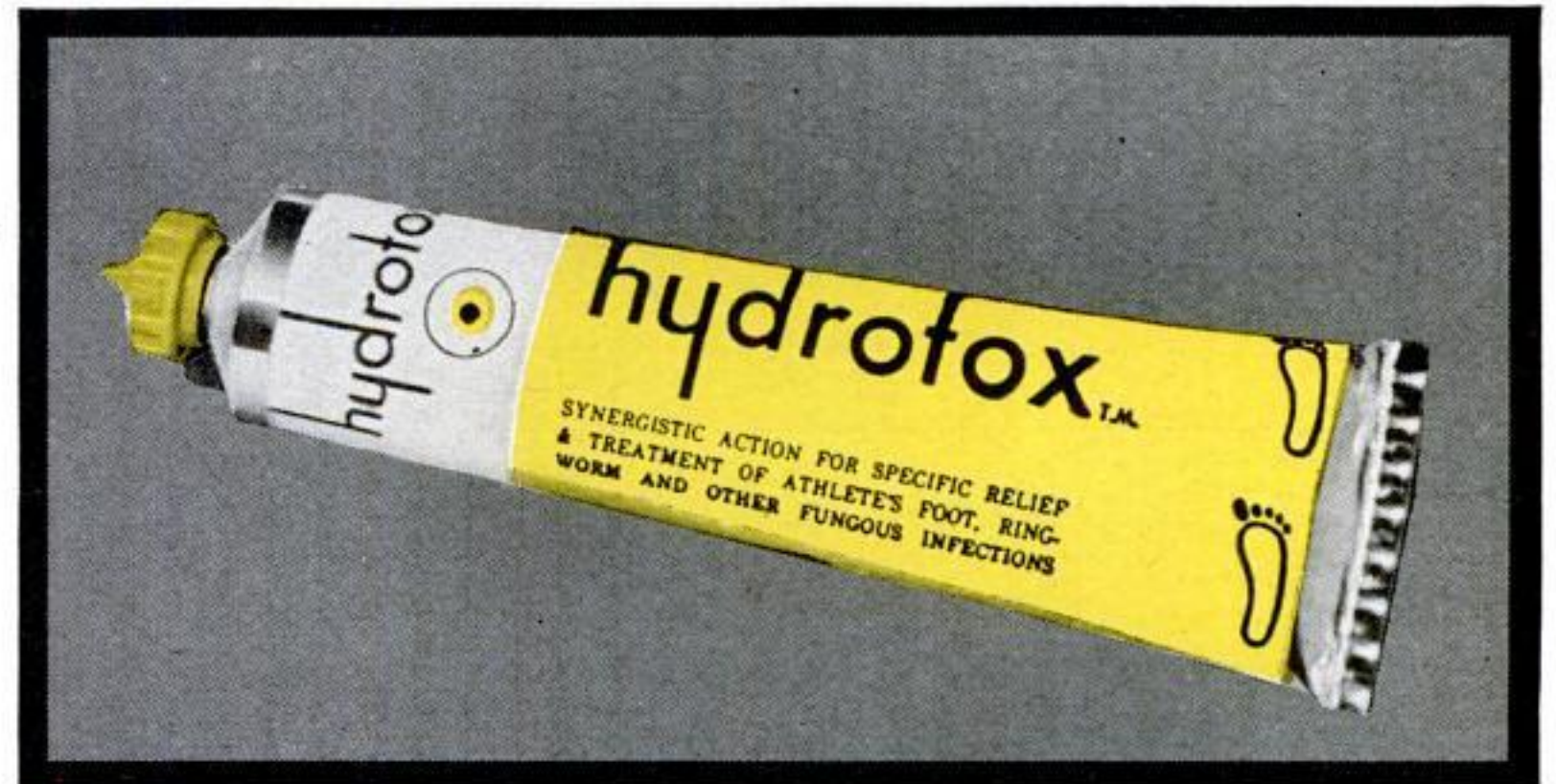
The real-life Marjorie Lawrence, a Wagnerian soprano of tremendous vocal power, made her debut at 26 at the Met in 1935 singing Brünnhilde in *Die Walküre*—one of the few great prima donnas with beauty and grace to match her superlative voice. Her comeback in 1943 (above) was virtually also her farewell, as it was too difficult to restage each opera for one immobile star. Following it, she did *Tristan und Isolde* in 1944, and many concerts. But since 1952, though friends say her voice is as good as ever, she has been in retirement on her ranch in Arkansas.



MOVIE MARJORIE is arranged on stage by husband (Glenn Ford) before curtain rises. She sings *Isolde*, pushing herself to standing position at climax.

New Formula Kills 'Roots' of ATHLETE'S FOOT

Ringworm and Other Fungus Infections



Growing Under Your Skin is a vast network of fungus 'roots', called *mycelium*, before even one crack appears between your toes. (See diagram at right.) Unless these 'roots' are completely destroyed, Athlete's Foot will crop up again and again, and may spread to other parts of your body. At last a way has been found to stop Athlete's Foot right at the 'roots'—Hydrotox with Synergistic Action!



Amazing New Hydrotox with Synergistic Action Stops Itching, Burning and Spreading — Fast! Greaseless, Stainless, Odorless. Ingredients Approved by leading Dermatologists.

Athlete's Foot and Ringworm are not just surface skin infections. They are more like stubborn weeds that put forth millions of tiny 'roots' under your skin. These roots can spread all over your body unless destroyed.

Temporary relief of itching—even the healing-up of cracks with liquid antiseptics or soothing 'balm'—CAN NOT and WILL NOT destroy the 'roots' of Athlete's Foot.

Clinically-Proved

Fortunately for the one out of three Americans who suffer from Athlete's Foot and other fungus growths, a deep-acting formula has been perfected that gets down to the 'roots' of the fungus and destroys them. Called Hydrotox—this remarkable formula has been clinically-tested—proved safe and effective. Hydrotox' amazing effectiveness is due to its exclusive *Synergistic* action of time-proven ingredients approved by leading Dermatologists.

Hydrotox, rubbed on your feet or other affected areas, stops itching almost instantly, soothes and helps heal cracked sore places, stops the growth of secondary bacteria that can seriously damage weakened skin, and gently peels away dead skin to get at the 'roots' of Athlete's Foot and destroy them.

24-Hour Medication!

Don't waste your time with 'surface' remedies while Athlete's Foot spreads like wild-fire underneath your skin. Get deep-down, 24-hour medication with speedy, effective Hydrotox! Every night, bathe and dry your feet or other affected areas thoroughly. Rub in Hydrotox ointment. Greaseless, stainless, odorless non-irritating. Only \$1.49 for large tube.

As soon as Athlete's Foot clears up, use Hydrotox dry spray powder every morning to keep your skin clean, comfortable and protected against this highly infectious fungus disease!

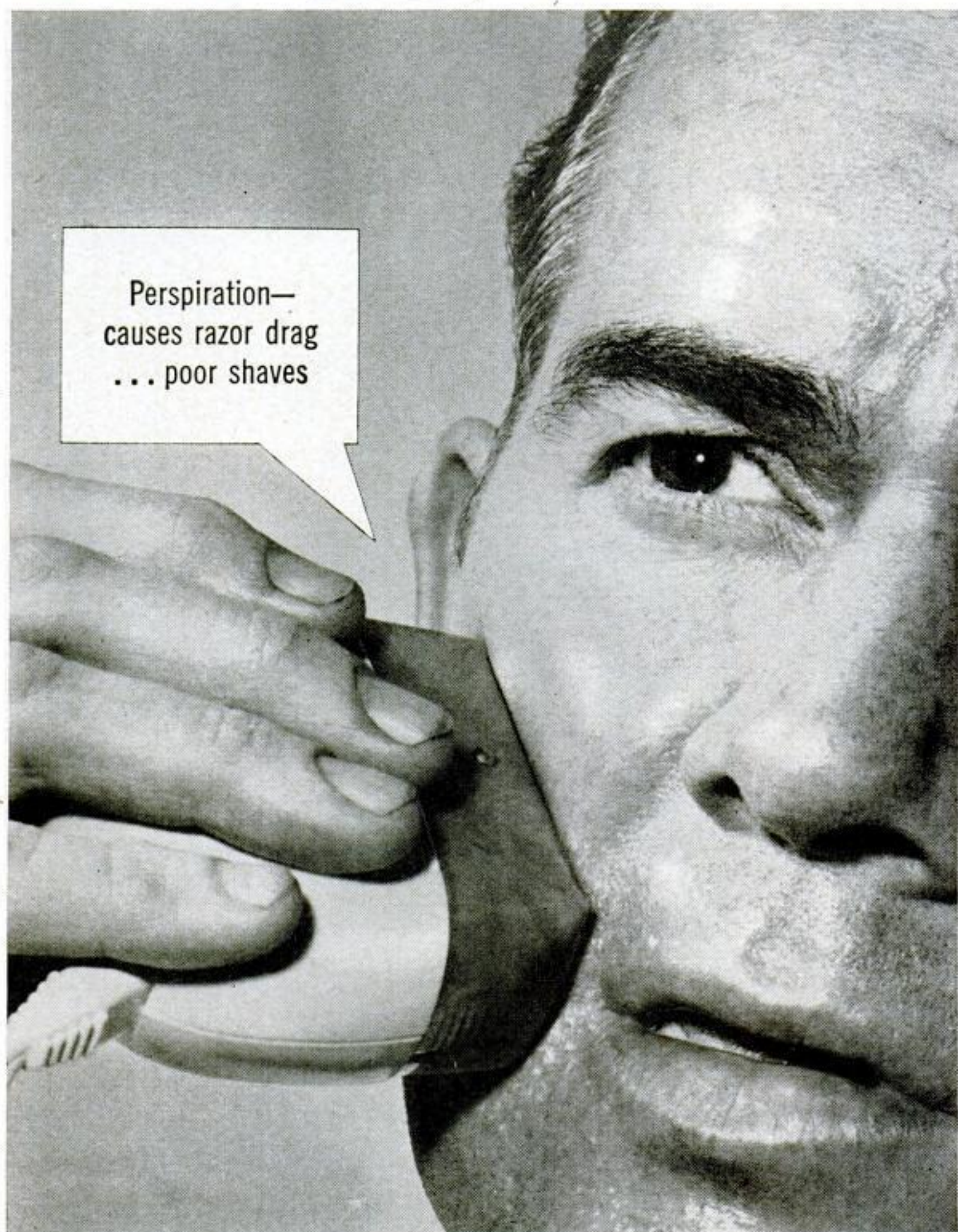
Recommended by doctors • Sold at All Drug Stores

Price Slightly Higher in Canada.

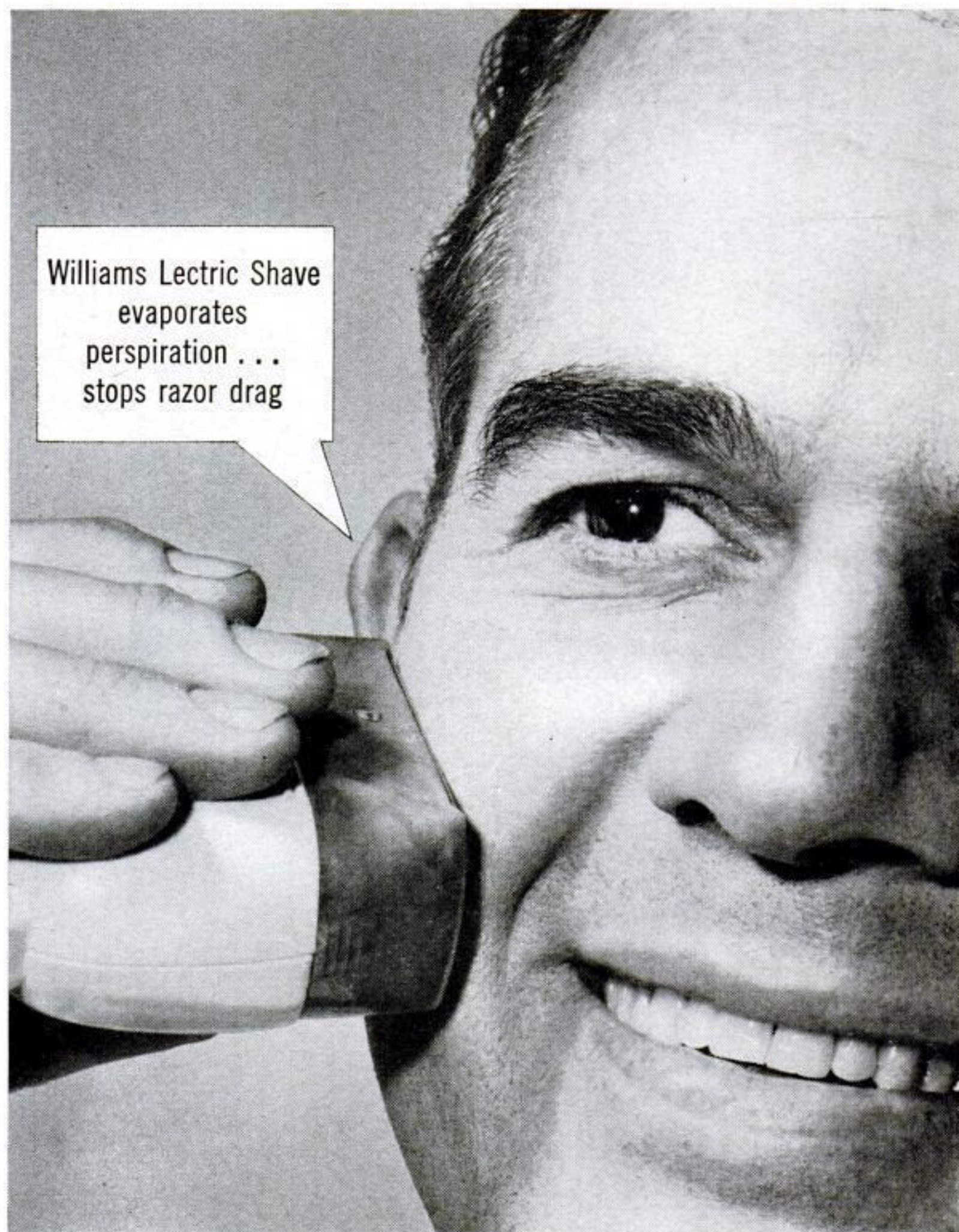
Copyright 1955 Zotox Pharmacal Company, Stamford, Conn.



HAVE YOU THIS HOT-WEATHER PROBLEM?



Without Williams Lectric Shave



With Williams Lectric Shave

ELECTRIC SHAVERS!

**Use this lotion before you shave—
It evaporates perspiration ... sets up beard ...
lubricates skin for close, smooth shaves!**

Any time—even in hot weather—you will get quick, comfortable electrical shaving when you use this new *before-shave* beard conditioner.

No matter what make of razor you use—no matter how old or how new the razor—no matter how much you like it already—you'll find Williams Lectric Shave gives you a closer, more comfortable shave than you ever thought possible. Cooling, soothing Lectric Shave

goes on like a lotion—*then* you shave.

1. It *instantly* evaporates perspiration ... does away with irritating perspiration drag.
2. It sets up your beard for closer and cleaner shaves.
3. It lubricates your skin for faster and far more comfortable shaving.

And Williams Lectric Shave is even good for your razor, too. It lubricates the cutting head for faster, easier action. *Helps break a new shaver in faster*, keeps it working at its best!

FREE TRIAL OFFER! We want you to give this amazing beard conditioner a thorough trial because we're sure Williams Lectric Shave will keep you happy with your electric shaver for years to come.

That's why we'll send you a generous free sample—*enough for a full month of shaving*—absolutely free.

All you do is send your name and address to the J. B. Williams Company, Dept. L-10, Glastonbury, Conn.



WILLIAMS Lectric Shave



DUCK IN FULL DISPLAY parades beside a female on the Connecticut waterfowl refuge of S. Dillon Ripley. To exhibit his coloring the Chinese man-

darin duck raises the feathers behind his shoulders, expands his crest and allows his wings to droop, then makes dipping movements as he takes sips of water.

BIRDS IN SPRING

Colorful, acrobatic courtship precedes their family life

Photographed for LIFE by ALFRED EISENSTAEDT

Each spring, as the days have lengthened and the earth warms, the cheerless ponds, dead fields and silent woods come alive with color and with song. Furtive or far distant during fall and winter, birds noisily announce that their nesting time has come. Amid the new greens, males imprudently parade their brightest feathers. From weaving swans to leaping sandhill cranes, they engage in the acrobatics of courtship.

During nesting time they are equally active, searching for

twigs, foraging about for food or standing watchfully on guard. When the eggs hatch, the parents fly excitedly about, calling to each other, as one by one new voices pipe up in the fields and marshes. Then, as spring moves imperceptibly toward summer, the voices deepen and the young birds venture forth for the first time alone. Following the birds in spring, LIFE's Alfred Eisenstaedt traveled some 8,900 miles over the U.S. to photograph the intimate scenes on these pages.

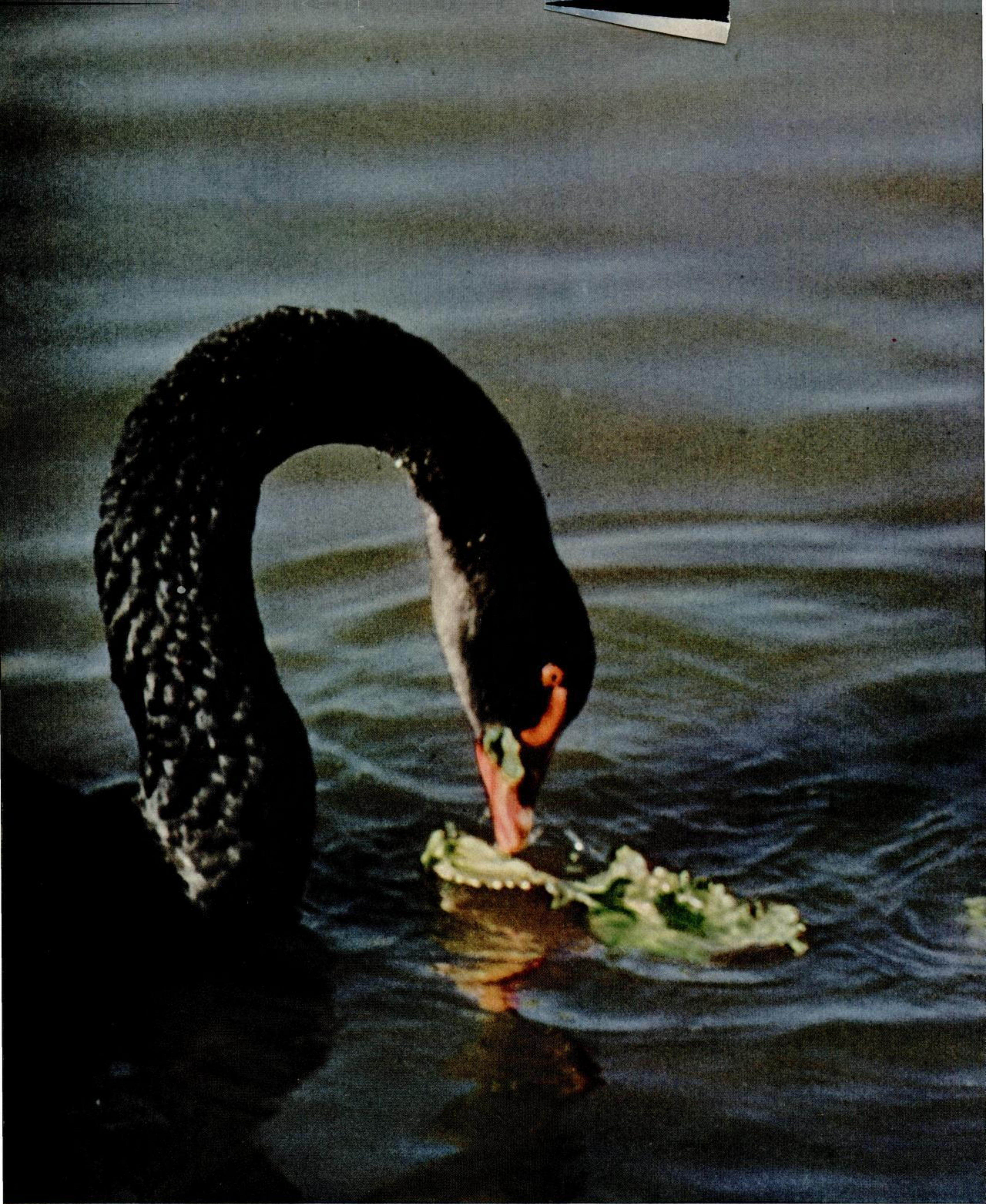




FLIGHT AND DANCE OF THE SANDHILL CRANES

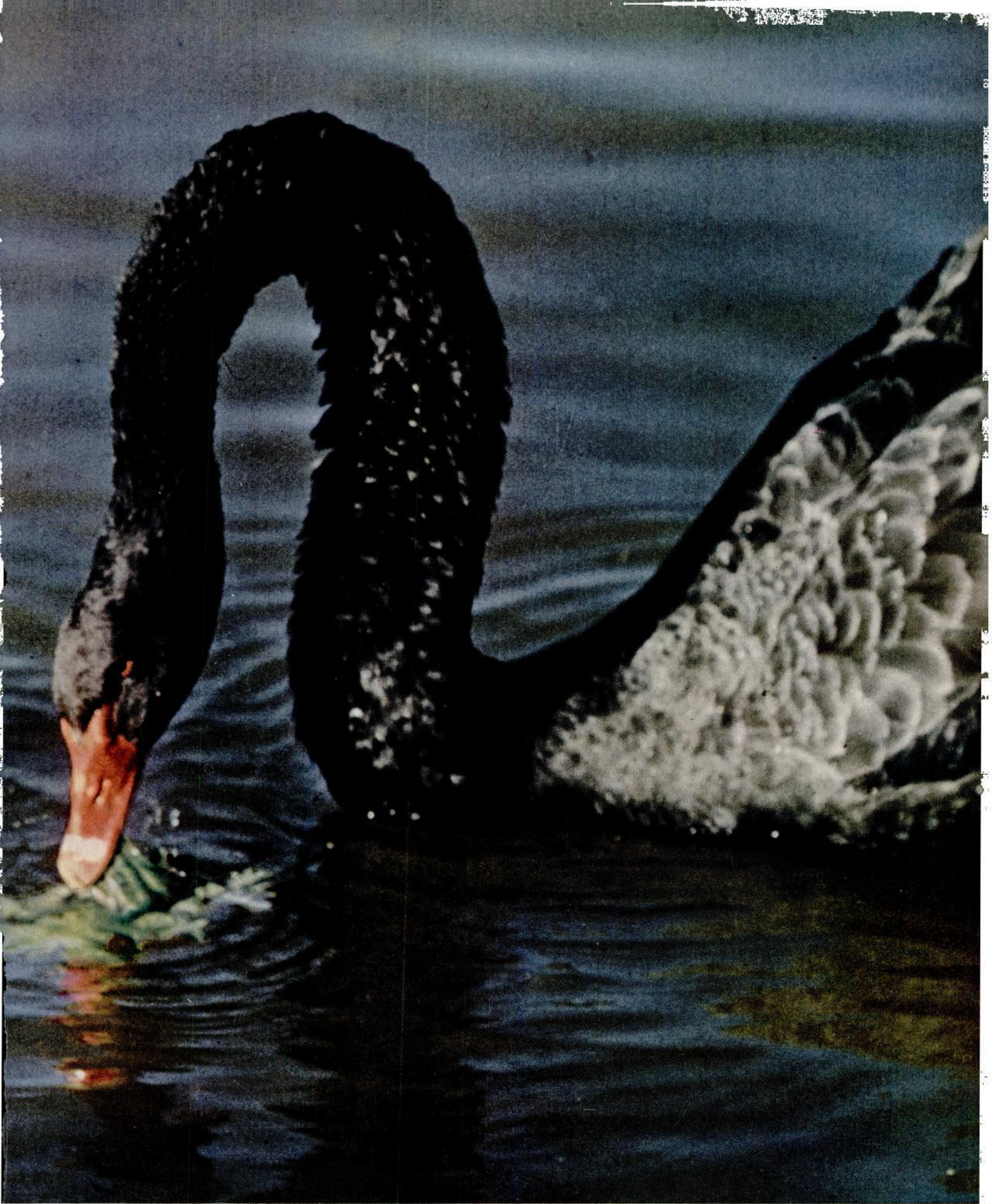
Flying north in huge flocks (*left*) to their Arctic nesting grounds, sandhill cranes pause to feed along the North Platte River in Nebraska (*below*). Suddenly a group of them will leap into the air (*above*), slowly beating their wings for balance, then rotate a few times and leap again. At mating time this dance grows in intensity, becoming part of courtship. Male and female, paired for life, bow to each other, sometimes while circling one another. Then they leap into the air and repeat the dance again.





A FAITHFUL PAIR OF SWANS

Like many other swans and geese, the Australian black swans are monogamous and couples remain devoted to one another for life. Courting anew each spring, the cob (male, *right*,



above) and the pen (*female*) extend their necks gracefully toward each other with the feathers ruffled, uttering low, dulcet cries. Then the cob, sometimes accompanied by the pen, raises

himself in the water and spreads his broad wings. During nesting time the cob stands on guard nearby, hissing viciously at any intruder or attacking him with his powerful wings.



A TENDER GIFT, A PRIDEFUL SQUAWK

Gathering at the Bear River Migratory Bird Refuge near Brigham, Utah, California gulls each year bring forth some 7,000 young. Even after nesting time has passed, the female maintains her courtship practice of constantly soliciting food from the male (*above*), whether

or not she is hungry. Since her young have voracious appetites, they too take up soliciting and beg handouts from any adult that happens to pass by. When one parent is off feeding, its return (*below*) is usually greeted with a prideful squawk from the other parent.



WESTERN GREBES IN SINUOUS TETE-A-TETE

In courtship western grebes waggle their head and weave their necks, then skitter across the water together. Breast to breast, they leap upright while treading water. Afterward one or sometimes both will dive for weeds, apparently presenting them as tokens of nest building.

FEIGNING INJURY TO PROTECT HER YOUNG

Limping across the flats bordering the marshes of northern Utah, an avocet (*right*) gives all the appearance of a bird with a broken wing. Adept at deception, she feigns injury to lead predators from her nest which lies exposed in depressions made by the bird in the mud.



A GREEDY YOUNG CORMORANT

With neck outstretched and mouth agape, a cormorant croaks for food. Returning from foraging, parents open their mouths and the young cormorant thrusts his bill inside and pulls out fish. On hatching, cormorants are jet black and naked, develop a coat of down at about two weeks.



FEATHERY FURY

In the Audubon Society's refuge in Okeechobee, Fla., snowy egrets nest by the thousands. With their nests only a few feet apart, territorial squabbles readily erupt as a male on one nest (*foreground*) angrily fluffs his feathers to warn away his noisy next-door neighbor (*rear*).

DOWNY DEBUT

Taking his first walk in the tall Okeechobee grasses, a young Florida sandhill crane sets out to explore a world he had never seen before. In three months his high peep will have turned to a deeper burr. Then he will be ready to fly and to dance with the other sandhill cranes.





Pineapple Juice

**The golden drink
with Nature's
most refreshing flavor**

Breeze through Springtime and into Summer with Pineapple Juice! Refreshes you *naturally* because it's unsweetened, canned in the tropics fresh from the fresh fruit. Chill and shake each can before serving so you taste all the flavor that Nature grows in. Family fun times (and mealtimes!) call for lots of Pineapple Juice. Keep several big cans in your refrigerator, as well as on your "PINEAPPLE SHELF" along with the handy canned Pineapple fruit cuts —Slices and Chunks, Crushed and Tidbits.

Bite-size **chunks** of canned Pineapple (like *Slices*) are popular as dessert and breakfast fruit servings, bring glamor to salads and bakings, taste wonderful broiled with main-course meats

tidbits of canned Pineapple are smaller than *Chunks*—just fine for fruit cups and to sprinkle on puddings, cereals

crushed canned Pineapple, delightful as a fruit serving, also makes flavorful meat sauces, jams, pies, cookies, puddings, icings and sundaes

Schoolyard Skyrocket



ASWARM WITH YOUNGSTERS, SKYROCKET STANDS IN PLAYGROUND OF TULLYTOWN, PA. SCHOOL

\$300,000 SUPERSONIC TEST PLANE BECOMES CHILDREN'S PLAYTHING

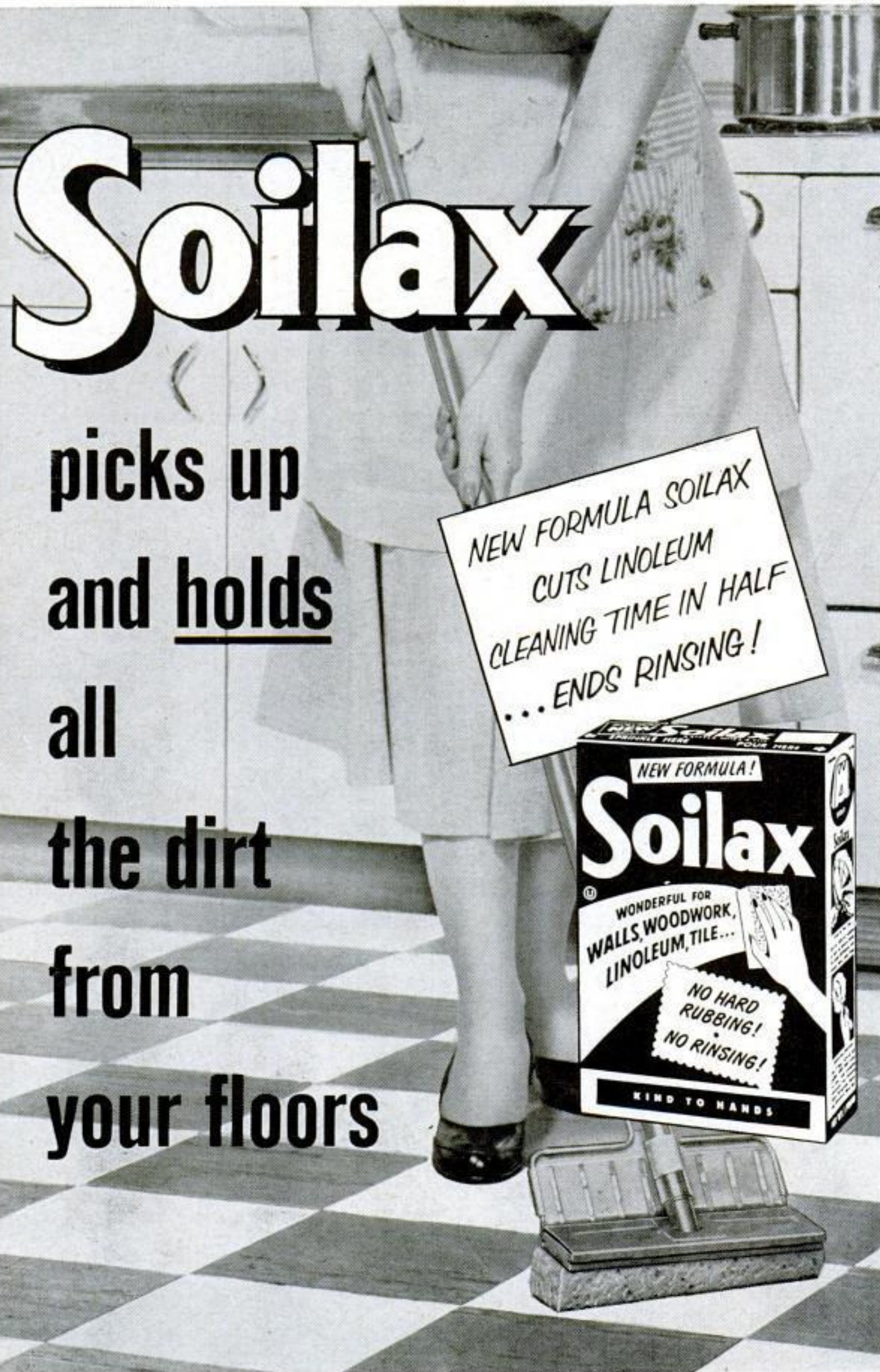
When the Board of Education in Tullytown, Pa. began choosing playground equipment for its new elementary school, officials decided to hunt for something different from the usual swings and slides. Last month, successful beyond its dreams, the school became the flabbergasted but proud owner of a piece of equipment that cost \$300,000 to build.

This wondrous plaything was a ground-test model of the Douglas Skyrocket (LIFE, July 28, 1952), which once traveled a record-breaking

1,300 mph. Having outlived its usefulness, the naval model was headed for the scrap heap until Tullytown's congressman, Karl C. King, interceded and arranged for it to be given to Tullytown instead. Now, for only \$324 in shipping costs, Tullytown has a supersonic rocket plane—a stripped model, minus motor and complicated electronic gear. Not only do the youngsters love it, but the school supervisor happily concludes, "It's cheaper than a good set of swings—and a lot less dangerous."

UPSIDE DOWN IN THE PLANE'S FUSELAGE, SUSAN WITT, 7, POKES HER HEAD OUT THROUGH SERVICE HATCH AND CONFRONTS HER 5-YEAR-OLD BROTHER GARY





SOILAX actually absorbs soil instead of "loosening" it like ordinary cleansers that swish diluted dirt across your linoleum. Soilax ends "cleansing smear!"

SOILAX leaves no sudsy scum or dulling film so there's no need to rinse.

SOILAX ends scrubbing ... just an easy wipe-up erases deep-seated stains and ground-in grit, leaves linoleum spotless.

WIPE WALLS AND WOODWORK WITHOUT DULLING FINISH
SOAKS AWAY AND DISSOLVES HEAVY GREASE ON POTS AND PANS
MAKES APPLIANCES, SINKS AND TUBS COME DAZZLING WHITE
GENTLE ON YOUR HANDS AS A COSMETIC SOAP

See how shining clean your linoleum can be ... with **Soilax**

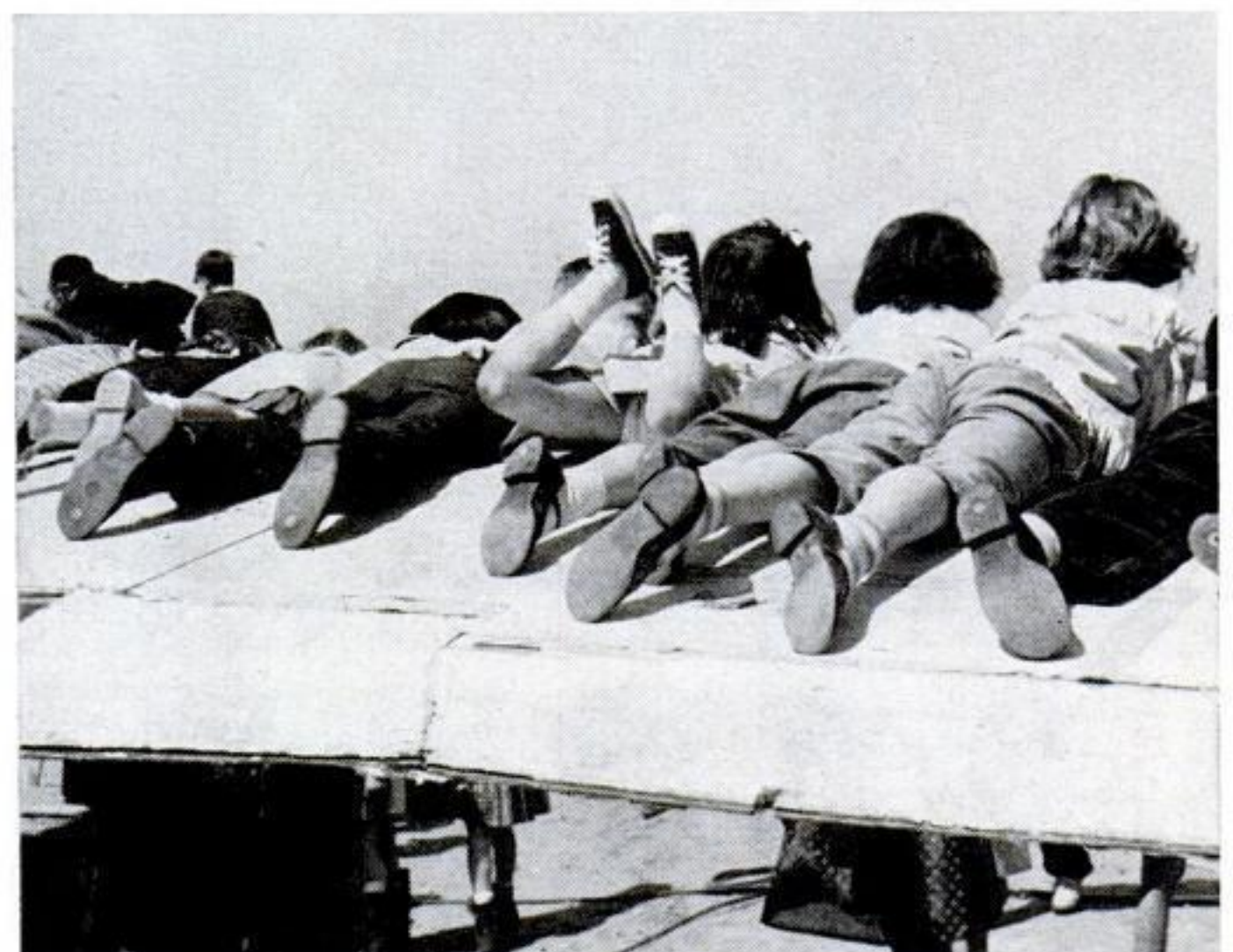
SCHOOLYARD SKYROCKET CONTINUED



FANCIFUL FLIGHT in the Skyrocket is made by Richard Henry, winging his way through the air as he straddles midsection of the 45-foot-long fuselage.



FAREWELL LOOK at the outside world is taken by Guy Luftgarten before sliding down hatch to fuselage. Crawling through fuselage, he reaches cockpit.



FULL CREW of youngsters occupies one of the 12-foot-long swept-back wings. When asked the destination of their flights, children usually say Mars.

CONTINUED ON PAGE 136

TO MEN WHO NEED

(BUT THINK THEY CAN'T AFFORD)

\$10,000

MORE LIFE INSURANCE...

New York Life has a wonderful new policy for you!

Now! For those who need at least \$10,000 more life insurance—the new low-premium Whole Life policy that builds high cash values fast!

Here is a policy that offers you permanent life insurance in an "economy-size package." Because the minimum amount is \$10,000, economies are possible which are passed along to you and make the premiums much lower than they would otherwise be. For a man of 35, for example, the annual premium for standard life insurance is only \$23.59 per \$1,000. And rates are correspondingly low all along the line!

And another important thing: Low as the premiums are, this new policy builds up *high cash values* quickly—equal to the full reserve after only seven years! That means you have a source of ready cash available for emergencies.

New York Life is a mutual company and pays dividends to policy owners only. The dividends payable on this policy

can be used to reduce premium payments or allowed to accumulate to increase the policy's cash value or applied under other available options. The low premiums, high cash values, and dividends combine to make Whole Life unusually attractive from a net cost viewpoint.

There are many other outstanding features about this new policy which make it most attractive for both men and women. It is issued to age 70. An applicant who may not be able to qualify for standard insurance for reasons of health or occupation may be insurable under this policy at a higher rate. To prevent unintentional lapse, it offers automatic premium loan for two consecutive premiums. At most ages policies with waiver of premium and double indemnity benefits are available at slightly higher premium rates.

If you have been telling yourself that you ought to have more life insurance to protect your family or your business—but have been putting it off because you think you can't afford it—ask your New York Life agent for all the facts or mail the coupon below, today!

**MAIL THIS
COUPON NOW!**

NEW YORK LIFE INSURANCE COMPANY

The New York Life Agent in Your Community is a Good Man to Know

New York Life Insurance Company, Dept. L-7
51 Madison Avenue, New York 10, N. Y.



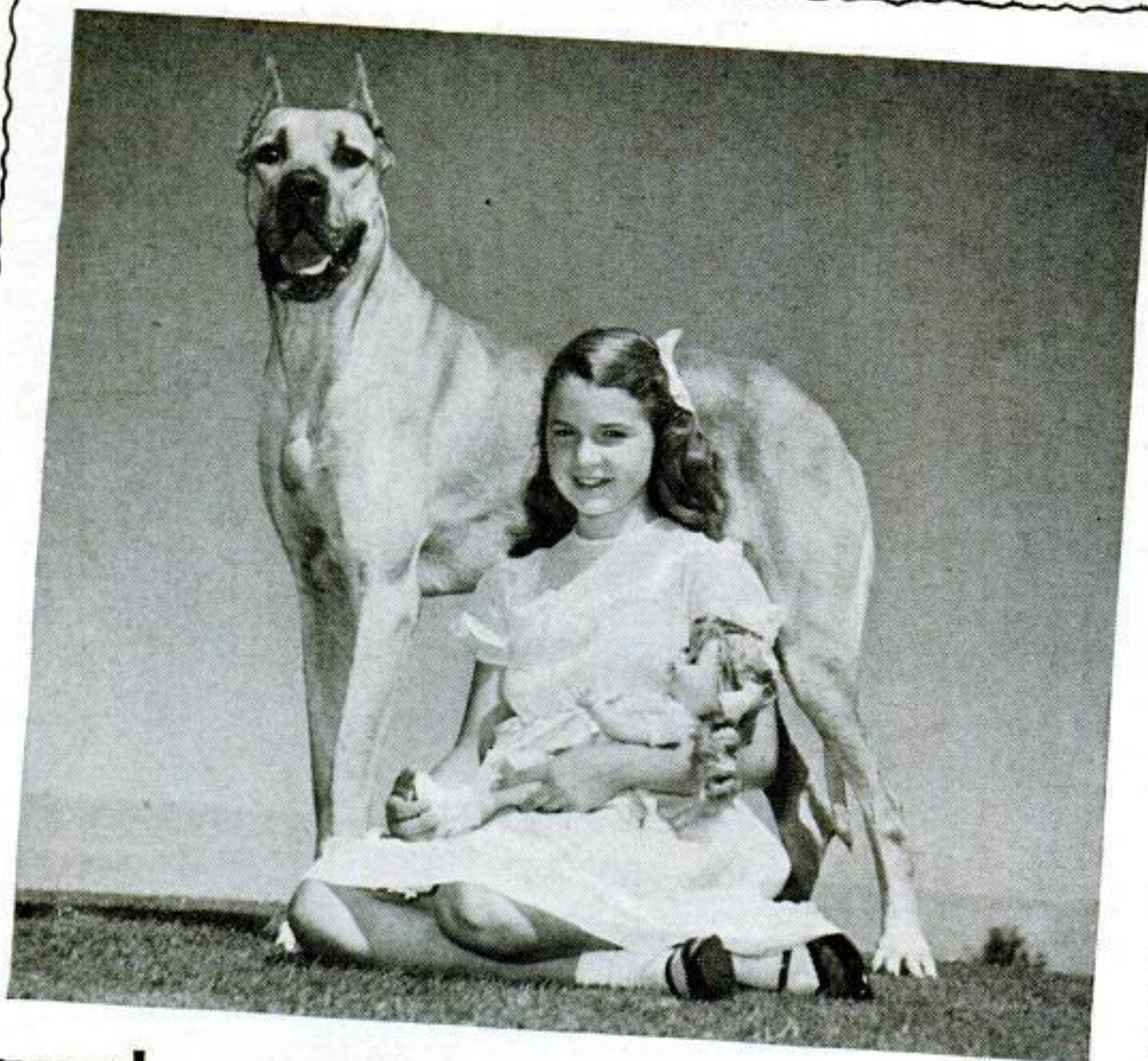
Please furnish me, without obligation, full information on
your new, low-premium \$10,000 Whole Life insurance policy.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Now you can get more
"look-alive" snapshots...



...because

New **ANSCO** **All-Weather Film** **"SEES RED"**

Ordinary "chrome-type" films are color-blind to red. That's why you get results like this — with lips, hair and cheeks having a dark and "muddy" look, and with the bright red diamonds in the girl's skirt showing up as gloomy black.



New Anso All-Weather Pan Film "sees red" to give you clearer, brighter black-and-white pictures like this. See how the lips, cheeks and hair now look their natural best—and how the red diamonds in the skirt now show up in lively tones of gray.

Get this new red box!

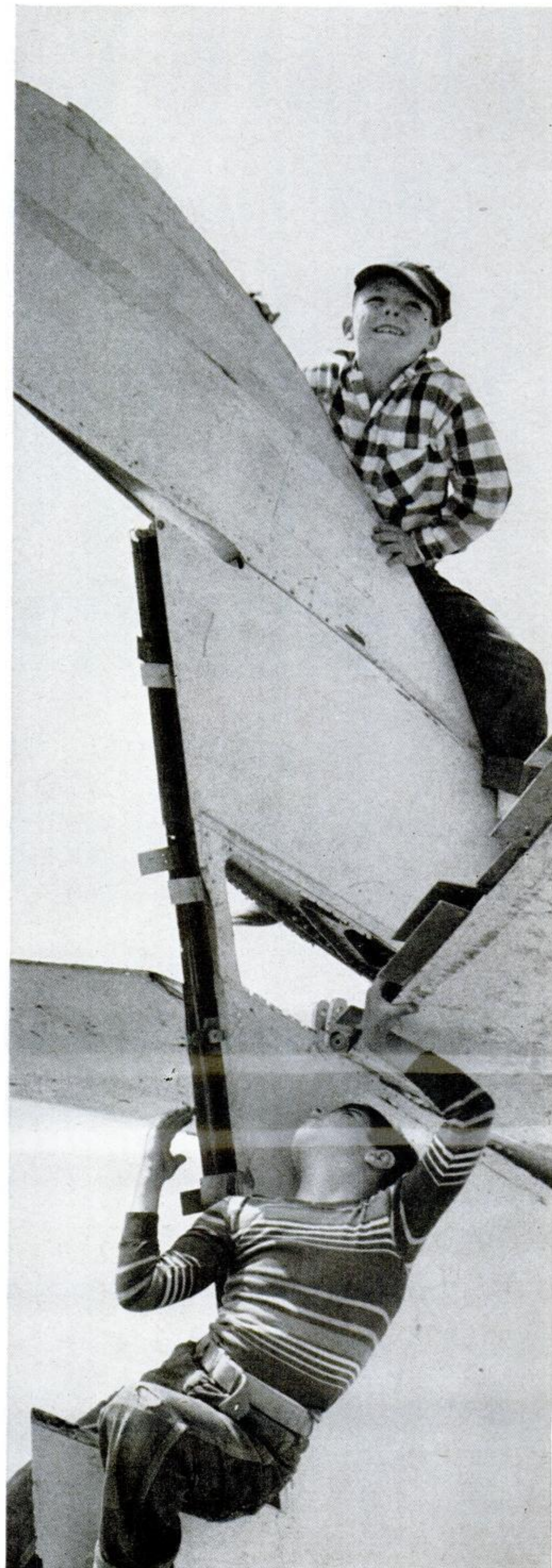
Single rolls priced the same as ordinary film. You save 15¢ with the Anso 3-Roll Economy Pak.

ANSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp.
"From Research to Reality."



NEW Anso **ALL-WEATHER PAN**

The premium-type panchromatic film at the regular price!



HIGH IN THE TAIL, from which the rudder has been removed, Bobby Israel pursues Bobby Owles above. School officials got the plane not only to stimulate the children's imaginations but to serve as a Jungle-Gym as well.

It's always easy to look neat in a
wash-and-wear suit made with DACRON®



JUST WASH, HANG AND WEAR—THE CREASE STAYS IN!

Wash-and-wear suits made with "Dacron" can be laundered by hand, or by machine (skip spin cycle). Just hang them up to drip dry, and in a short time they'll be ready to wear with little or no ironing. Available in 100% "Dacron" or "Dacron" blended with other fibers.

DACRON® **WRINKLE-RESISTANT FIBER**

ONE OF DU PONT'S

You'll keep up a neat appearance—everyday and everywhere you go—in a wash-and-wear suit made with "Dacron". For "Dacron" makes possible a *washable* suit that dries so neat you'll seldom need to have it ironed!

What's more, "Dacron" helps wash-and-wear suits *stay* fresh-looking through days of active wear!

You'll find your favorite makers have tailored wash-and-wear suits made with "Dacron" in a variety of fabric types, and a wide range of styles, patterns and colors!

To complete your new wash-and-wear summer wardrobe, include slacks, shirts and ties made with "Dacron"* polyester fiber. Little or no ironing is needed for them, either. Just wash and wear!

*"Dacron" is Du Pont's registered trade-mark for its polyester fiber. Du Pont makes fibers—not fabrics or garments.



BETTER THINGS FOR BETTER LIVING
 ... THROUGH CHEMISTRY

MODERN-LIVING FIBERS

GREAT NEW SPRING SPECIAL AT YOUR RCA VICTOR DEALER'S!

FREE CUSTOM-STYLED STAND WITH THIS \$199⁹⁵ RCA VICTOR OVERSIZE 21-INCH TV!



Big, big picture! Big, big value! Give your home (and your family) a big Spring "lift" with the handsome new RCA Victor *Dorrance*. You get TV with the biggest picture in 21-inch television—plus a free custom-styled stand—both for the low price of the set itself!

The *Dorrance* brings you advances like the new "Magic Monitor"

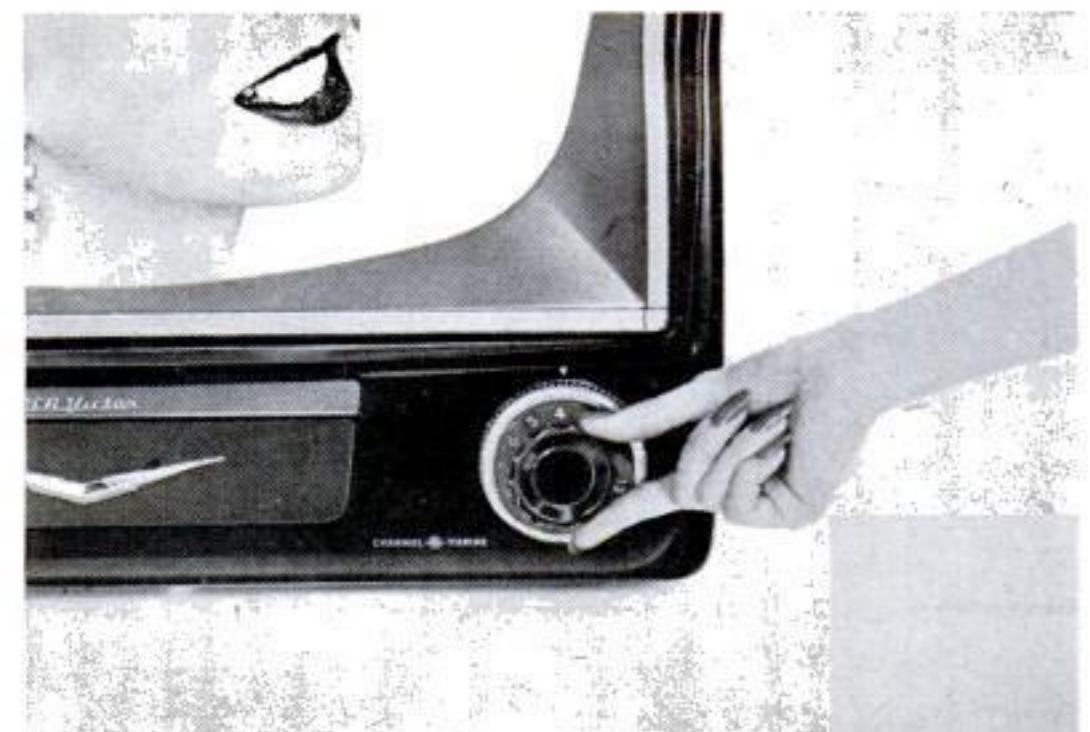
chassis for TV's finest reception and rich, realistic "Golden Throat" Fidelity Sound. See these and other exciting new RCA Victor Spring Specials now at your dealer's. Above, the *Dorrance*. Model 21S510. In sleek ebony finish, \$199.95. In rich maroon finish, Model 21S511, \$209.95. (Matching stand included while the supply lasts.)



Free \$14.95 matching stand is yours with these new table models. Low and stylish, the stands blend perfectly with any decor.



You get the famous "All-Clear" Picture! Aluminized to give you 212% greater picture contrast—it's the brightest and clearest picture in television!



New-design tuning dial is 59% more readable! King-size channel numbers slant up to meet your eyes. TV's easiest tuning!

PLEASE NOTE: RCA Factory Service is available in most TV areas, but only to RCA Victor TV owners. Ask your dealer. Suggested VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional, extra. Don't forget to see NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, May 30. Other Mondays, see Sid Caesar, NBC-TV.

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION

SAFEGUARDS FOR THE POLIO SHOTS

Iron rules and endless checks
protect vaccine in production

by RALPH GRAVES



WORKING UNDER GLASS FOR EXTRA SAFETY, TECHNICIAN BEGINS VACCINE PROCESS WITH KIDNEY TISSUE

It will be six to eight weeks before the National Institutes of Health reports on the polio vaccine which was withdrawn from use after 29 children inoculated with it contracted the disease (LIFE, May 9). This vaccine was all produced by one laboratory. Meanwhile, as the inoculation program continues with vaccine produced by other firms, anxious parents can find reassurance in the elaborate safety devices used and tests made during production as well as afterward.

All manufacturers of the vaccine are required to follow the same time-consuming, painstakingly careful procedures laid down by the National Institutes of Health of Bethesda, Md., the principal research arm of the U.S. Public Health Service. "We've certainly taken more precautions to make this vaccine safe than for any other vaccine in history," a spokesman for Eli Lilly and Company remarked to me when I visited their Indianapolis laboratories to talk to the men responsible for the 3,114,900 shots that Lilly has shipped out so far. Most of the Lilly vaccine has gone to the South where polio gets an

early start, and as of the first of the month, four cases of polio had been tentatively reported among children who got Lilly vaccine. But one of the cases had polio symptoms before the shot was given, and another had symptoms the day after the shot, long before the vaccine could have reached the nervous system. In the other two cases the children might easily have caught polio by normal exposure before the shots were given, or even after, but before they had time to take effect.

In any event, the Lilly people are confident that all their 3,114,900 shots—not just 3,114,896 shots—were safe. They have good reasons for confidence.

The reasons begin with the hospital-like conditions under which the vaccine is made. A separate building is used exclusively for manufacture of the vaccine and everyone who enters that building must wear a protective white coat. The men and women who do the actual processing must wear surgical masks, caps and gloves, not so much to protect themselves as to protect the vaccine from contamination.

It's Sheer Luxury
Tailored To Fit Your Face

Superb Quality
MOLLE*

Tailored—
**FOR BETTER
BRUSHLESS SHAVES**

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard...tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



King Size - Only \$1.00

Tailored—
**FOR DELUXE
LATHER SHAVES**

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard...tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

*Pronounced Mō-Lay



IN INCUBATOR ROOM, test tubes of vaccine samples rotate slowly in drums for seven days under controlled temperature. The samples are then analyzed.

Polio Safeguards CONTINUED

Each of the crucial steps must be performed with sterile instruments in sterile, no-admittance cubicles. Each time the liquid is transferred from one container to another, the sterilizing flame of a Bunsen burner passes over the equipment, and a bottle of virus-killing formaldehyde is at hand for emergencies. Whenever a piece of equipment is brought into one of these cubicles it is wiped thoroughly with a formaldehyde-soaked cloth, both on the way in and on the way out.

But these iron rules are merely external safety controls. The real safety rules are built into the making of the vaccine and the tests performed on it. As long as these manufacturing and testing rules are scrupulously obeyed by scrupulous men, then the vaccine must be safe.

The vaccine must be free not only from live polio virus but from all other possible agents of infection. As soon as the carrying medium which eventually becomes the vaccine has been loaded with the virus, samples of it are injected into guinea pigs (which are not susceptible to polio) to see if any tuberculosis germs are present, and into rabbits (also not susceptible to polio) to see if virus "B," an obscure infection caused by a monkey bite, is present. Only a tiny handful of cases of virus "B" have ever been reported in humans but rarity is not a scientific guarantee of safety, so the rabbit tests are made.

The key step in the making of the Salk vaccine is the inactivation or killing of live polio virus by formaldehyde. This is the step that converts a deadly liquid into a protective vaccine. Formaldehyde is such a powerful weapon against the polio virus that only 1 cc. of a solution is enough to kill all the virus in 4,000 cc. of virus mixture, but the formaldehyde cannot be simply dumped into the tank and stirred around. It must touch and inactivate every single drop of the mixture. The virus mixture and the formaldehyde solution are therefore pumped simultaneously in jet-like pulses into an elaborate contraption called a heat exchange tube where the mixing takes place a few drops at a time, slowly, evenly, under great agitation and at a constant temperature. If the temperature were too low, the killing would not take place properly; if it were too high, the mixture would lose its power. A delicate recording instrument writes down the temperature every step of the way.

Once the formaldehyde has been added, the virus begins to die at such a rate that if there were 10 million thriving particles at the moment of inactivation, only one would be left alive at the end of three days. This is a known, tested, predictable fact. But known, tested, predictable facts are not taken for granted. All through the three-day period, samples are taken and studied microscopically to make certain that the virus is really dying at the proper rate. Although only one out of 10 million particles is still alive after only three days, the inactivating period is continued usually for 12 or 14 days. Right up to the end microscopes are trained on the samples.

With all the virus presumed killed, the liquid is for the first time

CONTINUED ON PAGE 143

AMERICA'S NEW RAILROAD



On Santa Fe's famous streamliners—*El Capitan*, *The Chief*, *San Francisco Chief*

Even the cost is comfortable—only \$55⁴⁴

PLUS
TAX

All the way—either way—between Chicago and California

You'll have fun, too!

You'll stroll around and get acquainted with interesting people aboard... sip a refreshing drink in the lounge car... taste those marvelous Fred Harvey meals... see the colorful Southwest Indian Country from different parts of the train.

And back in your reclining chair, you press the button or lift the leg rest and your chair fits you... and your mood, too. It's easily adjusted

to more than 100 comfortable ways.

You can sit up and enjoy the scenery. Or you can stretch out your legs, lean back, and let that drowsy nod become a refreshing nap.

So reserve one of the new "stretch-out" chairs on *El Capitan* or *The Chief* (Chicago-Los Angeles) or the *San Francisco Chief* (Chicago-San Francisco).

Remember, it costs only \$55.44 one way (round trip just \$90.15) plus tax.



WHEN YOU GET THERE
...RENT A CAR



Automatic Twin Juice Fountain serves fruit juice, freshly mixed...instantly



Westinghouse Frost-Free* Refrigerator

COLD DRINKS AT THE TOUCH OF A FINGER. Just imagine! Cold drinks freshly mixed, glass by glass... instantly, automatically... at the touch of a finger. No muss, no fuss... two kinds always on tap.

NOTHING TO MIX OR STIR. Just pour fruit juice concentrates of your choice

into the Twin Juice Fountain container which keeps them properly chilled.

DRINKS ARE ALWAYS FRESH, because they are never mixed *until you press the button!* Then the Fountain mixes just the right amount of cold water and air with the concentrate to give you the most delicious drink you ever tasted!

FROST-FREE fully automatic defrosting, of course.
And look at these Food File conveniences:

- 4 Egg Keepers • Cheese Compartment • Butter Keeper
- 18-lb. Meat Keeper* • 51-lb. Freezer • Roll-Out Shelves
- Fruit Bin • Beverage Keeper

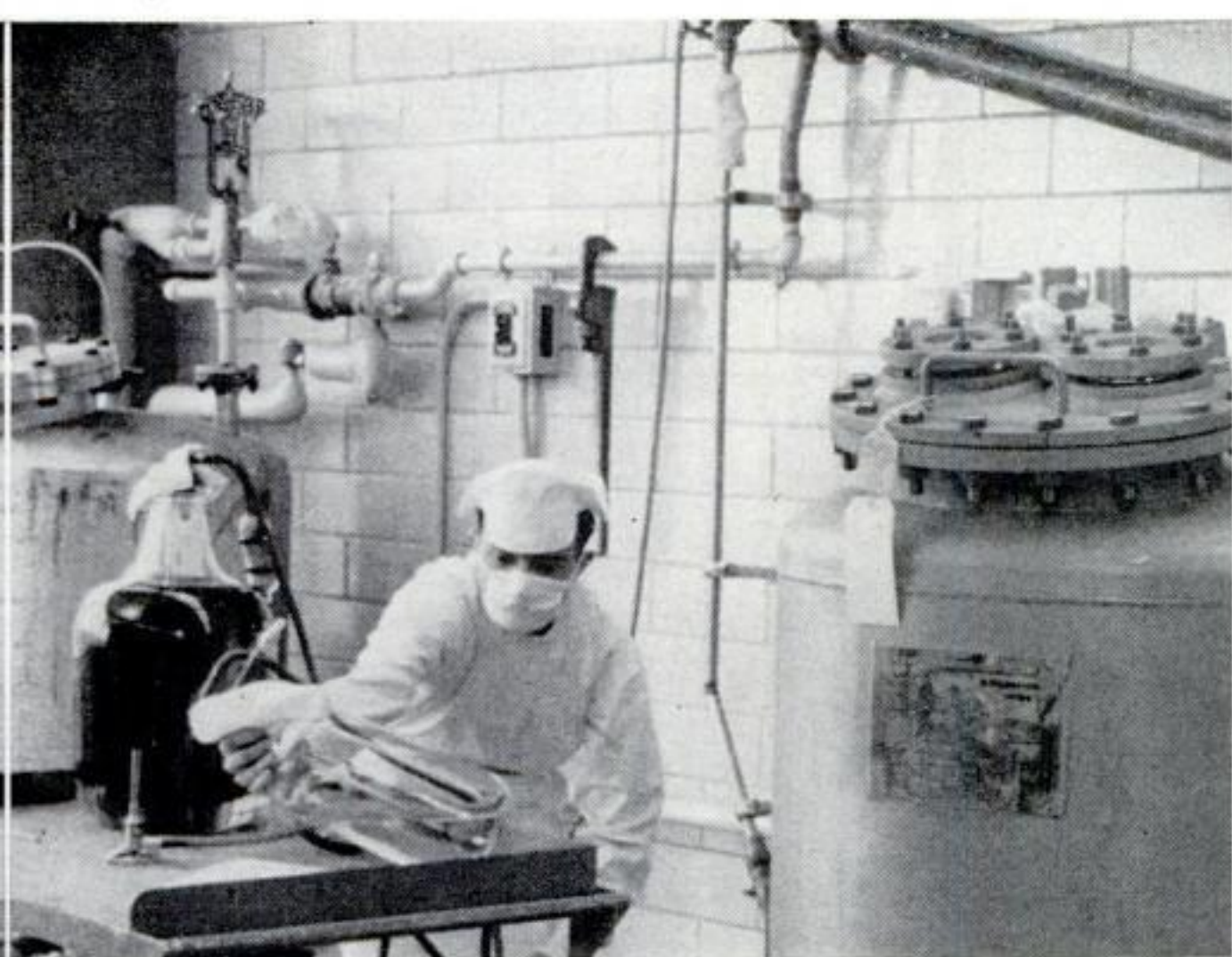
Westinghouse Frost-Free Refrigerators are also available in new *Holiday* colors — Sunshine Yellow or Cascade Aqua — with smart copper-toned interiors.

*Trade-Mark: U. S. Patents Issued,
Nos. 2,459,173 and 2,824,309

YOU CAN BE SURE... IF IT'S Westinghouse

Every week be sure to see WESTINGHOUSE STUDIO ONE... TV's most popular Dramatic Show.

Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio



TO KILL VIRUS, worker makes up formaldehyde solution which is pumped into tube overhead simultaneously with vaccine-to-be from tank. When thoroughly mixed, liquid goes back into tank where formaldehyde does its work.

Polio Safeguards CONTINUED

considered vaccine, but it is a vaccine against only one of the three strains of polio. The vaccine against each strain is made separately and carefully tagged—a green tag for one, yellow for the second, white for the third. Once the vaccine is "killed" it is processed and stored under refrigeration in a completely separate area from the live virus liquid. Live virus workers do not handle killed vaccine, and workers on killed virus do not handle the live mixture.

Not until the three vaccines have been pooled do they get the pink tag of the final, three-in-one vaccine, but before they can be pooled, more tests are made. Twenty different samples are taken from each batch of each one-strain vaccine and tested for bacteria or fungus. This sterility test has nothing to do with polio; it is just an added precaution against some other form of contamination.

Then comes the most sensitive test of all, the "tissue culture" test. This is the place where any defect in the vaccine would be most likely to appear. For every 1,000 cubic centimeters (about a quart) of vaccine at least 1 cc. is drawn out as a sample and put in a bottle containing living monkey kidney cells. Monkey kidneys are violently susceptible to all forms of polio, and if there are any live polio viruses still implausibly lurking in the vaccine, they will seize on the kidney cells and destroy them.

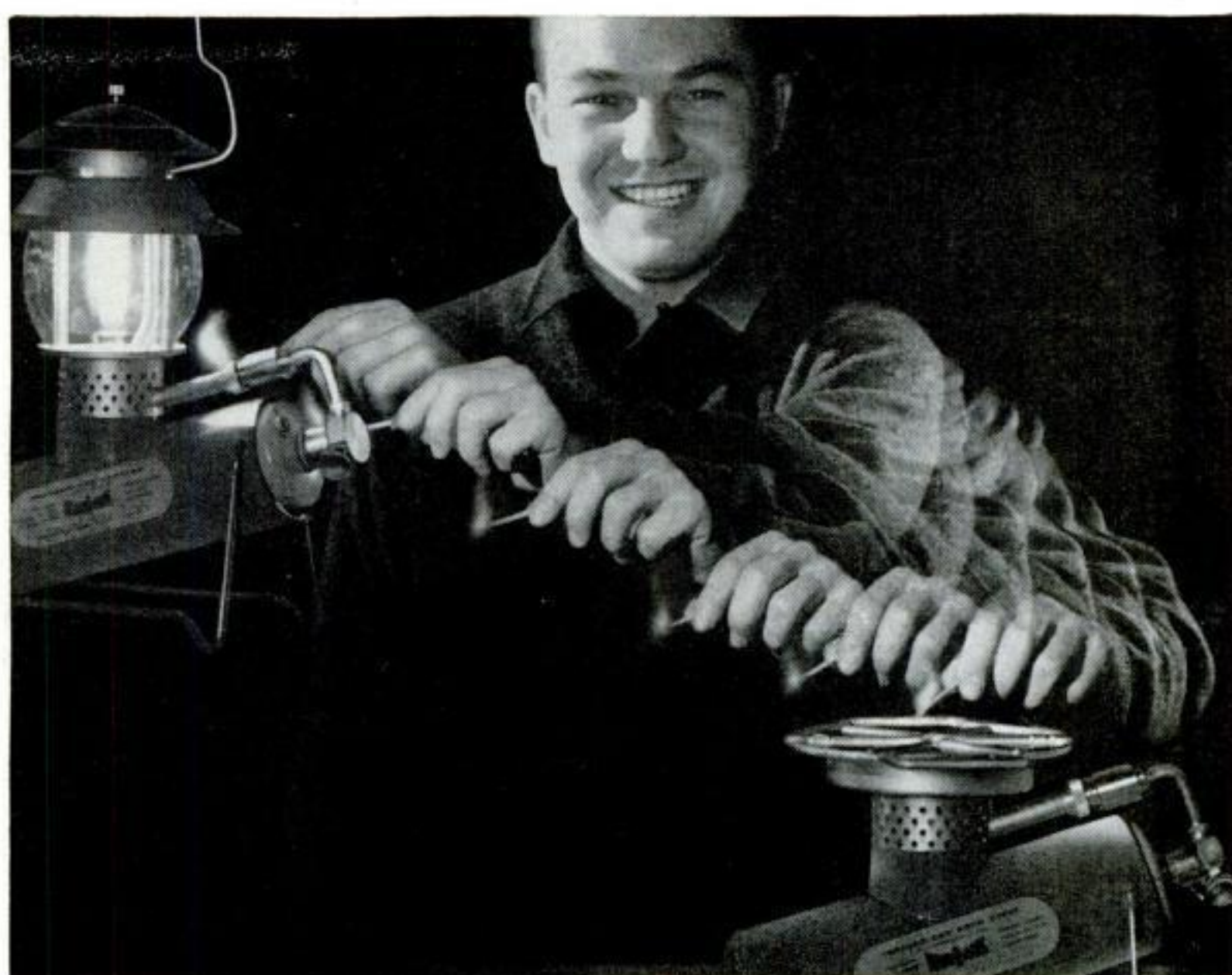
To give these theoretical survivors the best possible chance to work, the bottles are kept at 95°F., which stimulates virus growth, for seven days and watched both visually and microscopically. At the end of that time still smaller samples are drawn from the bottles, put in test tubes and "encouraged" still further by being incubated for seven more days on slowly rotating drums, still at 95°. Then the tubes are removed from the drums and studied under a microscope. The polio virus attacks a cell in a very distinctive way, first ballooning the cell, then exploding it, and this action can be detected at once under a microscope. If there is any cell damage remotely resembling the action of polio, the liquid is added to a blood serum which has been made immune to polio. If the cell damage is stopped by the serum then it is known that live polio virus was present and the batch is thrown out.

This tissue culture test is remarkably sensitive. Still, just to make extra sure, the whole test tube process is repeated a second time and the cells studied again. "Man," a lab worker said proudly, "we test this stuff to death."

If all three strains of vaccine have passed all these tests completely—if any question is raised by anybody, back it goes for retesting and possible rejection—the three completely pure strains are pooled in a big stainless-steel tank. Each strain was pure when it went into the tank, the tank itself was sterile, and the pooling took place under absolutely sterile conditions. But another step has taken place and a new mixture now exists, so the sensitive tissue culture test is done all over again just as thoroughly as before. One cc. out of every 1,000 again goes through bottle and test tube and microscope. This is proven vaccine—almost.

Monkeys, like humans, get polio, so monkeys are given the vaccine as tests for both potency and safety. In the potency test for each batch of vaccine 12 monkeys get three 1 cc. injections of vaccine, exactly the same shot that children get. One week

CONTINUED ON NEXT PAGE



Flick a match... *ZIP* they're lit!

You don't have to pump—you don't have to prime—you don't have to haul messy liquid fuel. There's no pouring, spilling, or searching for fuel. There's just a safe, disposable cylinder of propane gas.



BERNZ-O-MATIC® PROPANE GAS LANTERN • Turn on—light up and turn night into day with a clear, white light that can be adjusted from a brilliant beam to a soft glow. Ideal for camping trips, cottages, boats, farms, or emergency light anywhere. Operates at highest altitudes and at below zero temperatures. Completely safe. UL approved. No clogging—no generators to replace. Weighs 5¼ lbs. Only **\$9.95†** complete with disposable fuel cylinder.



The secret is in the disposable **BERNZ-O-MATIC PROPANE GAS CYLINDER** . . . Instant-lighting, clean-burning, propane gas in a sturdy, disposable fuel cylinder is the reason Bernz-O-Matic Stoves and Lanterns are so easy to operate—so safe—so efficient. Propane acts like the gas in your kitchen stove. Turn a valve and light. Cylinder lasts and lasts and you can interchange it from stove to lantern to . . .



BERNZ-O-MATIC® PROPANE GAS STOVE* • At last—a portable stove that is as easy to operate as your gas range at home. And it's lots more fun. Take it on camping and fishing trips, picnics, cook-outs. Use it in the cottage, recreation room, in the office or factory for coffee breaks. Cooks with a clean flame that cannot smell, smoke or blacken pans. Weighs 5¼ lbs. Burner grids fold into carrying handle. Only . . . **\$8.95†** complete with disposable fuel cylinder.



BERNZ-O-MATIC MASTER TORCH . . . The handiest source of heat known to homeowners or mechanics for soldering, burning paint, antiquing furniture, laying asphalt tile and doing hundreds of other jobs. UL approved. 3½ lbs. \$6.95 complete.

*Two-burner model also available
†Prices slightly higher on West Coast.

Available at your Hardware, Sporting Goods, or Local Dealers.

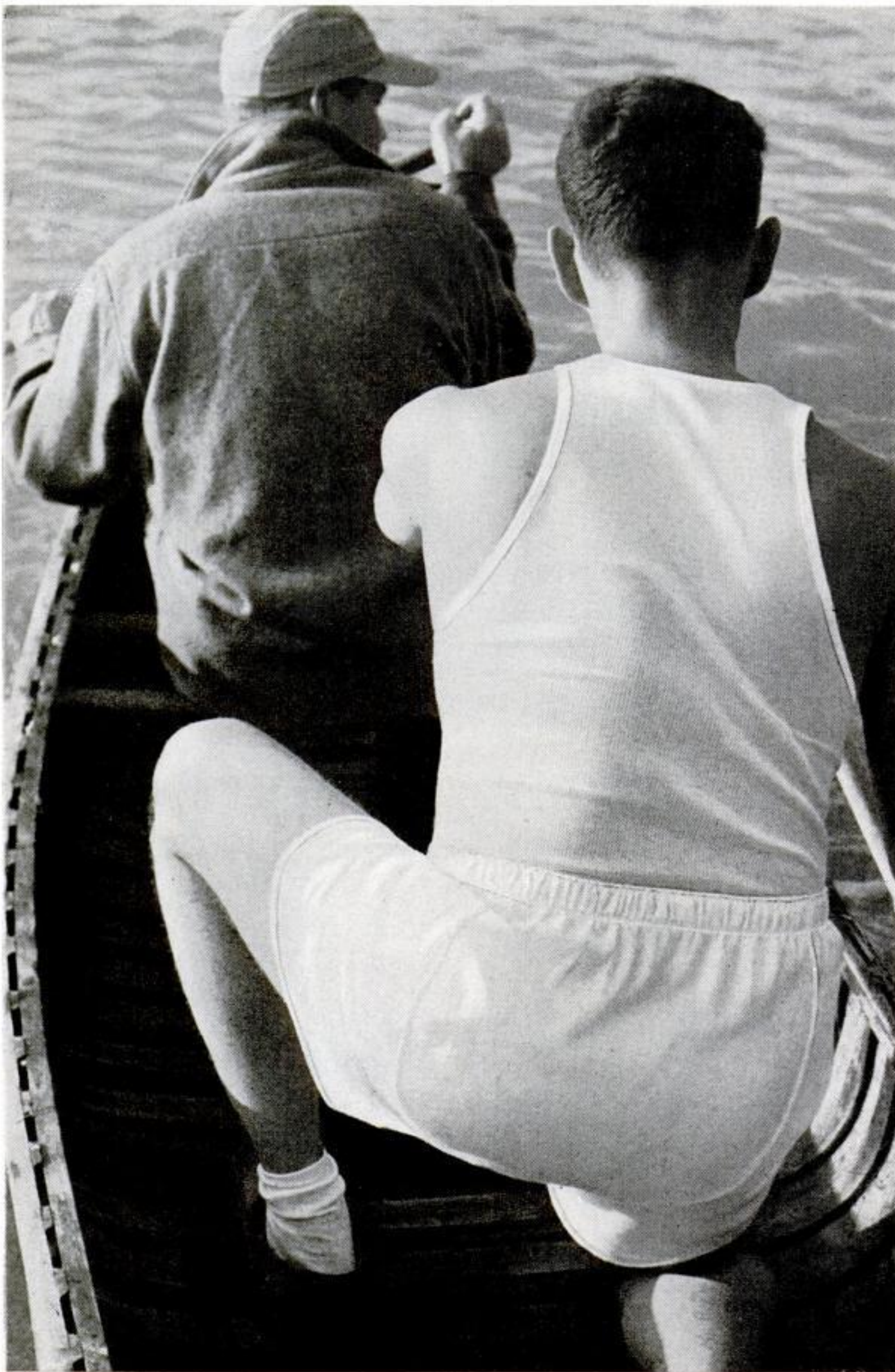
SEND ONLY 25¢ for "Outdoor Cooking Made Easy"—44-page illustrated book by Joe Bates, Jr., author, outdoorsman and expert on spin fishing, giving scores of simple, delicious recipes and dozens of suggestions that make outdoor living easier.



AT HOME OR AWAY . . . You'll have more fun with

PROPANE **BERNZ-O-MATIC®** APPLIANCES

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...shooting the rapids
or weeding the garden

Arrow *Contour* Shorts never bind

Relax in a pair of Arrow Contour Shorts, and you'll know the joys of unbounded ease. The secret is in the roomy contour seat panel, the pleated crotch, the no-center-seam construction. Arrow "Sanforized"-labeled Shorts are priced from \$1.50. Arrow Undershirts, \$1.00 up. Above, Arrow Sprinter with heat resistant, all-elastic waistband, \$1.50.

Choose from these additional smart Arrow styles



Adjustable tie sides.
GRIPPER snap-front
closure.



Waist-fitting elastic
sides. GRIPPER
snap-front closure.



Adjustable waist-
band with comfort-
able French back.



Guards — knitted
briefs of combed
cotton, \$1.20 up.

ARROW UNDERWEAR

by Cluett, Peabody & Co., Inc.

Polio Safeguards CONTINUED

after the final shot, blood samples are taken from the monkeys and the blood is separated and analyzed to make sure that it has built up enough antibodies to give immunity against each of the three strains of polio.

In the safety test 12 rhesus and six cynomolgus monkeys get injections. The rhesus monkeys get 1 cc. of the vaccine directly into the brain, the most severe test possible.

The cynomolgus monkeys, which are especially susceptible to muscular injections, get a massive dose—10 times what a child receives—in the arm and hip muscle. For a month these monkeys are watched for any symptoms of polio. Then they are sacrificed and the brains and spinal cords go to Eli Lilly's director of biological research, Pathologist C. G. Culbertson. Dr. Culbertson goes over every specimen, trying to find the slightest sign of cell damage from polio. If he can find any sign at all, the vaccine is out.

An exasperating expert

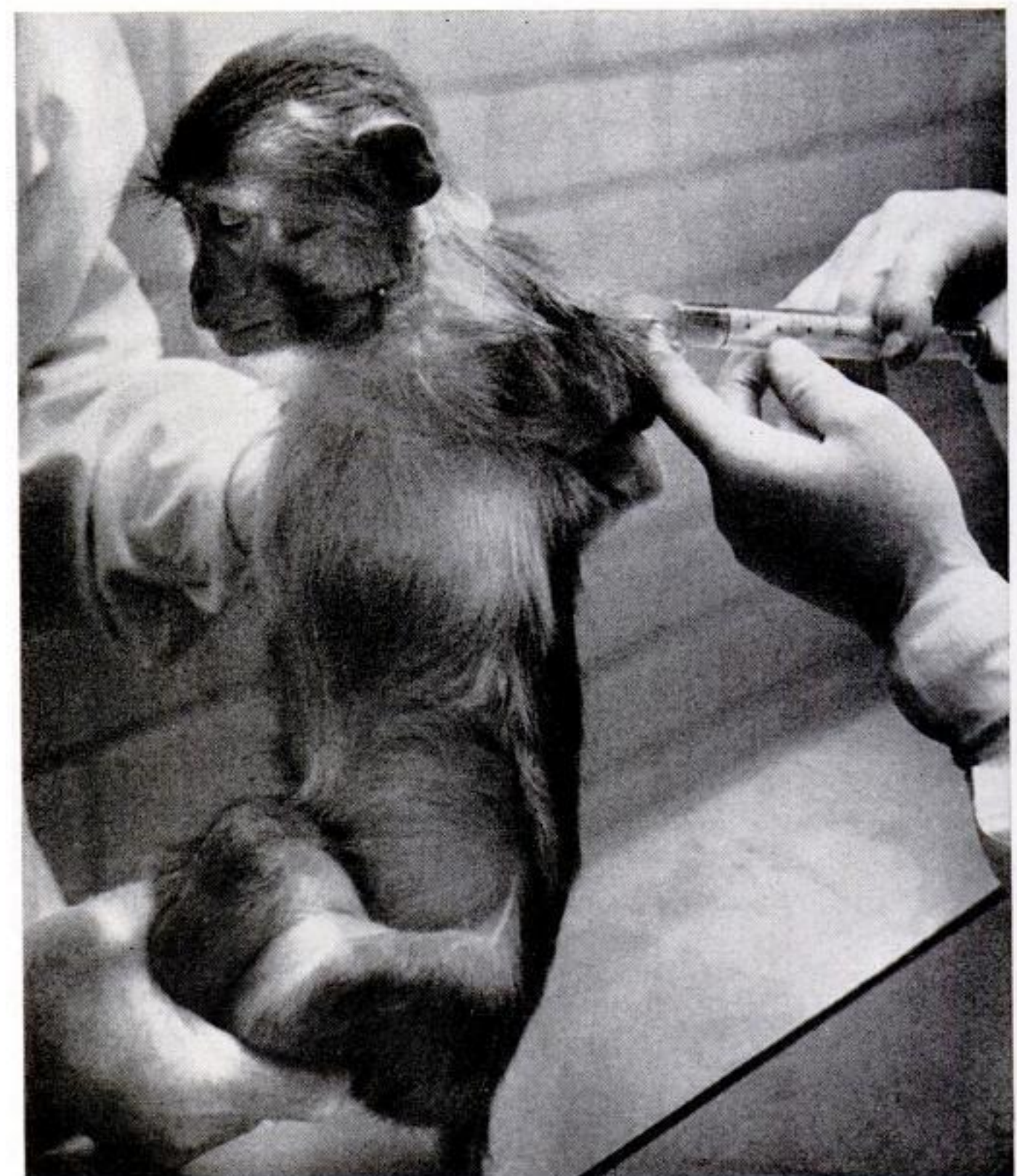
DR. CULBERTSON," says a colleague, "is an exasperatingly conservative man. If you saw a yellow convertible and said to him, 'Nice yellow car,' he'd say, 'Yellow on this side, anyway.' Exasperating—but that's exactly what you need in this business."

After the monkey safety test the vaccine is clear—except that before it is put into vials it goes through another sterility test for bacteria and fungus, and after it is put into vials it goes through a third sterility test, and then it gets an identity test to prove that it is polio vaccine and finally it gets a "routine" safety test on guinea pigs and mice.

The vaccine that took only 10 days to get to the inactivation stage and about another 15 days to get through inactivation has been subjected to a minimum of 90 days of tests. Each finished lot of vaccine now has 15 to 30 pages of paper attached to it—the "manufacturer's protocol" which certifies that every step, every test has been performed exactly as required.

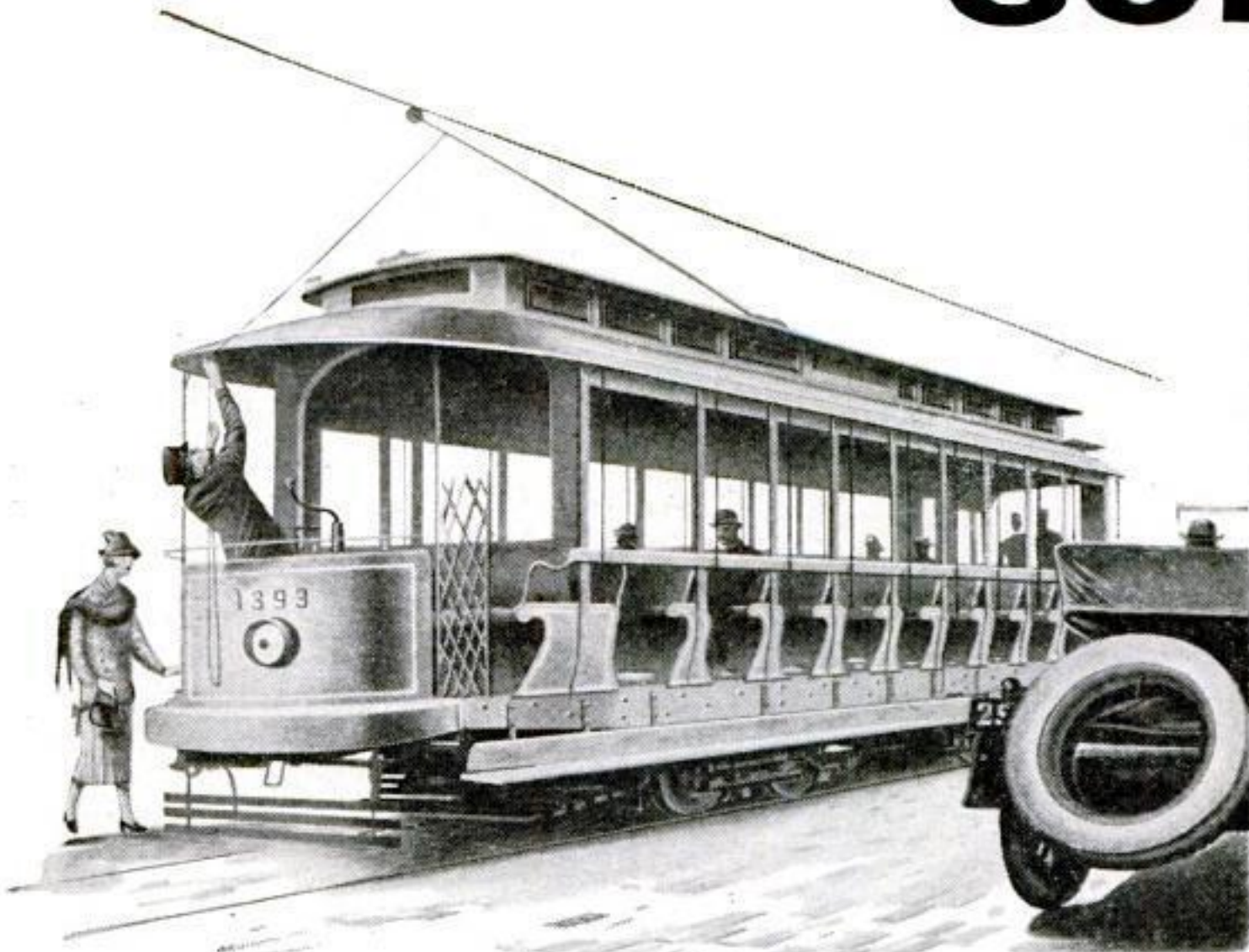
After the vaccine has passed all the tests and the protocol has been completed, it must still be submitted to the National Institutes of Health for final testing and approval.

Since Eli Lilly and Company went into production more than a year ago for last summer's big test, most of the men responsible for the program have had to spend at least part of their nights and weekends at the plant making certain that the rigid requirements are met. But everybody expects this when something as vital as a new mass vaccine goes into production. As one Lilly man said with a shrug, "You don't have any choice. It's got to be right."



POTENCY TEST is performed with monkey who gets injections of vaccine just as children do. Blood sample is examined to see if antibodies have formed.

GONE — IS



THE NICKEL TROLLEY RIDE...



THE PENNY POSTCARD...



THE TWO-BIT SHAVE AND HAIRCUT...

...BUT GASOLINE* COSTS ONLY
A LITTLE MORE THAN
IT DID BACK IN 1925.

*Without gasoline taxes,
which are up 250%



Today's Gasoline Is The Biggest Bargain On Your Shopping List

The main reasons for this are the constant technical improvements and the new, better methods of doing business in the oil industry that have grown out of the

intense competition among thousands of oil companies —competition in the search for oil, in research, in refining, in transportation, and at your service station.

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THE WORLD'S Most Honored WATCH

Longines makes a watch for all who demand
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The unsurpassed quality of Longines Watches is evidenced in the uniform excellence of an extraordinary variety of timepieces. Longines Ladies Watches are the epitome of elegance; Longines Automatic Watches are the most advanced in the world; Longines Waterproof Watches have proved their worth on the seven seas and at the two poles; Longines Technical and Timing Watches are the ultimate in precision for sports, aviation, science. Every Longines Watch is created to the ideal of perfection which made Longines The World's Most Honored Watch.

GREATLY ENLARGED TO SHOW DETAIL

Two formal Longines dress watches of incomparable elegance in 18K white gold. The gentleman's Longines is the *Chancellor*, \$475; for his lady, the diminutive *Diamond Coronation*, \$375. The bezels are fully diamond-paved. Similar Longines models in 14K gold without diamonds are *Pres. McKinley II*, \$150 and *Louisa*, \$125.

THE WORLD'S MOST HONORED WATCH

- Ten Grand Prizes and 28 Gold Medals at World's Fairs and International Expositions
- Highest awards for accuracy from the four greatest Government Observatories
- Used by renowned Aviators and Explorers
- Official watch for National and International Sports and Contest Associations the world over



From the largest collection of exclusively styled fine watches in all America (left to right): dashing in style is Longines *Hall of Fame "A"* with two-toned dial and sweeping lines; gold-filled, \$74.50; the charming Longines *Brenda* with dainty expansion bracelet, 14K yellow or white gold case, \$100; the Longines *Pres. Madison*, completely masculine in inspiration even to hammered dial, in 14K gold, \$125; a luxurious full-link bracelet watch, all

14K natural or white gold—the classic Longines *Symphonette "A"*, \$185; the Longines *Pres. Taylor II* in elaborately hand-finished case of 14K gold, \$150; the smallest Longines, the *Starlight Elegance E-A 22* in 14K white gold, lavishly set with 22 diamonds, \$325; the distinguished Longines *Carrel*, 14K gold case, sweep second hand, shock-resistant, \$160. Any Longines Watch may be obtained from your Longines-Wittnauer Jeweler Agency.

All Prices Include Federal Tax

Longines-Wittnauer Watch Co., Inc.

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

See Your
Longines-Wittnauer
Jeweler Agency For



Expert Watchmaker Service

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SOVIET PAINTING SHOWS A MISGUIDED HOUSEWIFE RAILING AT PATRIOTIC HUSBAND FOR LETTING THEIR DELICATE DAUGHTER BE SENT TO A FAR-OFF CAMP

PAINTERS SHOW WOEFUL SIDE OF SOVIET LIFE

When the third postwar All Soviet Union art show opened not long ago at Moscow's Tretyakov Gallery, a periodical of the Ministry of Culture proclaimed its theme as "the joy and happiness of the Soviet people's peaceful life." But judging from some of the most popular paintings in the exhibition, Russians lead exasperatingly joyless lives. As the artists portrayed them, willful wives tear into their husbands for respecting government authority, conscientious party members are sneered at by

their comrades for trying to do their best, and young farm workers are harassed by strong-armed country girls.

In aiming for what they consider socialist realism, Soviet artists recently have steered away from heroic Bolshevik scenes and figures and are larding their work with melodramatic soap opera plots. Although critics complained about the quality of the paintings, Soviet propagandists were happy to see the artists preaching good old-fashioned Communist morals.

CRITICIZED BY OTHER COMMITTEE MEMBERS, AN OFFICIAL BROODS OVER HIS SHORTCOMINGS AT THE END OF A MEETING





NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

*Here's deodorant protection
you never thought possible!*

New Mum Mist spray deodorant stops perspiration *instantly and for hours*. Contains miracle hexachlorophene to prevent odor *all day long*—even if you are one of the 2 in 5 who perspire freely.

No more messy running or dripping!

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—doesn't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**



with hexachlorophene

BY THE MAKERS OF FAMOUS MUM CREAM DEODORANT



PIPER LAURIE
co-starring in
Universal-International's
"SMOKE SIGNAL"
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magnificent!

rosée

the gloriously
simulated
new pearl

by **Deltah**

its very special
beauty, a
delicate faintly
pink glow
like the
finest
cultured pearls

Double Strand \$8.50
Single Strand \$5.50
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See Rosée chokers and necklaces with adjustable
rhinestone clasps, at your jeweler's

HELLER TARA INC., 411 FIFTH AVENUE, NEW YORK

Woeful Soviet Life CONTINUED



UNHAPPY WORKER (center) sees name listed unfavorably in a freshly posted factory newspaper as plant officials at left closely watch his reaction.



UNSATISFACTORY GRADES bring a disconsolate schoolboy home to a distressed household. Only the dog seems happy to see the deficient scholar.



UNCOVERED SLACKER is hooked on a hay rake by snoop girl farmhand who is delighted at exposing the agrarian gold bricker before other workers.

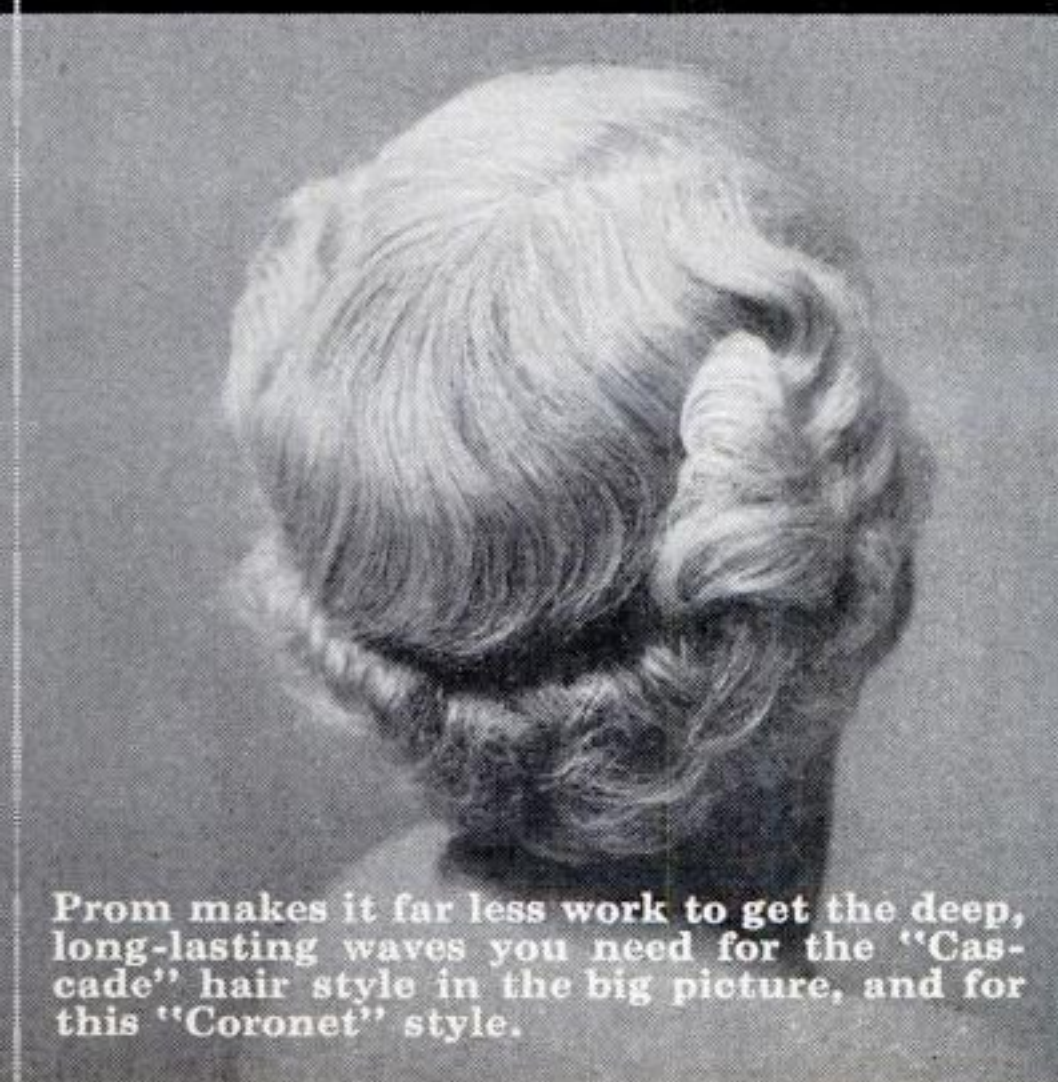


These new longer hair styles call for Prom...

...the easiest way in the world to get a wave that holds



3 Prom Lotions: super, very gentle, regular. Also, Children's Prom.



Prom makes it far less work to get the deep, long-lasting waves you need for the "Cascade" hair style in the big picture, and for this "Coronet" style.



Prom really holds hair styles like "Eve". It lasts longer than a pin-curl permanent... even longer than other curler-type home permanents.

This is the new look in hair fashion: longer hair and deep, smooth waves. Prom, the self-neutralizing home permanent, is just made for these new hair styles.

Prom holds your wave even in the new longer, fuller hair. It lasts far longer than pin-curl permanents, even longer than rod-curler home permanents with a separate neutralizer. That's because Prom is the only rod-curler home permanent that's self-neutralizing.

That means less work, of course. And self-neutralizing also means *thorough* neutralizing. That's why Prom lasts longer than any other home permanent of any kind. Laboratory tests prove it. So have a Prom.

\$1.50
plus tax
Prom
Self-neutralizing Home Permanent
Use Spin brand Curlers or any plastic home permanent curlers.

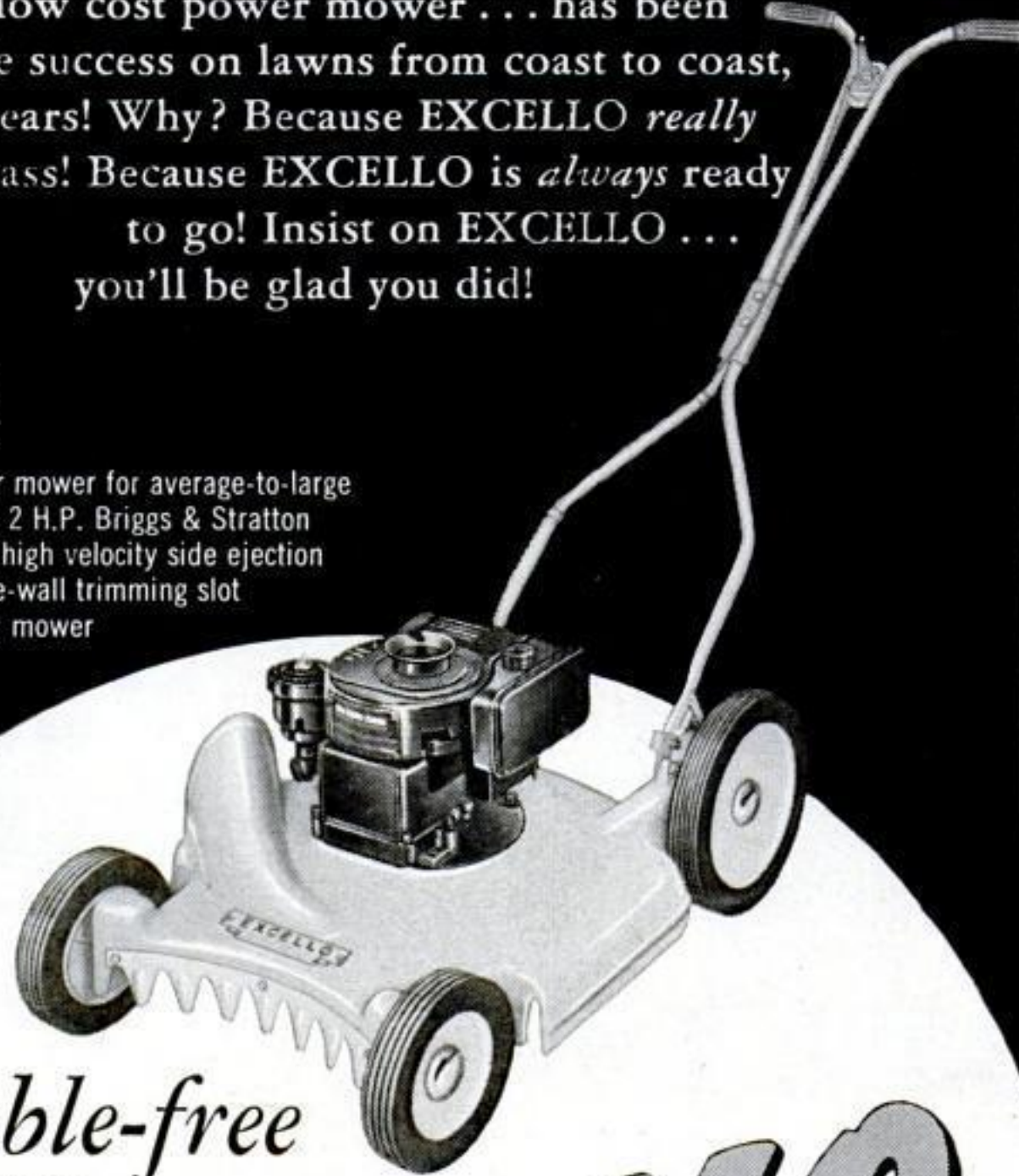
12 New Hair Styles—
For pictures, diagrams, easy directions, send 10¢ to Prom, Box 3524, Chicago 54, Illinois.

dependable

When you buy *your* power mower, be sure you get a tool instead of a gadget. Dependable EXCELLO ... pioneer low cost power mower ... has been a complete success on lawns from coast to coast, for years! Why? Because EXCELLO *really* cuts grass! Because EXCELLO is *always* ready to go! Insist on EXCELLO ... you'll be glad you did!

Model 251
21" Rotary

The ideal power mower for average-to-large lawns. Features 2 H.P. Briggs & Stratton 4-cycle Engine, high velocity side ejection chute, up-to-the-wall trimming slot and many other mower refinements.



trouble-free

EXCELLO

power mowers

- Briggs & Stratton Engines
- Field-Tested Design ...
- Finest Quality Materials
- Factory Guarantee

Model 521
21" Reel

America's most popular reel type mower. Features 1.6 H.P. Briggs & Stratton 4-cycle engine, Timken bearings, crucible steel blades, full 21 inch cutting width, positive clutch and many other power mower "musts".



Nation-Wide Service

HEINEKE & COMPANY
Since 1902 Springfield, Ill.

Woeful Soviet Life CONTINUED



POPULARITY OF ART is portrayed by *Krokodil*, Moscow humor magazine, in Tretyakov Gallery scene. Caption calls this "an ordinary day" at the show.



PROLETARIAT ZEAL for paintings was verified at preview of Tretyakov show. Other photos received in the U.S. showed crowds dwindled later on.



CAPITALIST APATHY toward the arts, according to another *Krokodil* cartoon, brings only a fat, balding visitor to the cavernous Louvre in Paris.

en route to adventure...
flip-tab pima broadcloth **3.50**

yours for the basking...
combed cotton Shirtible® **2.98**

mambo—and a new man!...
imported Irish linen **3.98**

tailored to a tee...
vivid gingham plaid **2.98**

buffet at the club...
pleat-scoop pima cotton **3.50**



vacation visions: *a glorious golden summer and a whole wonderful wardrobe of your favorite blouses*

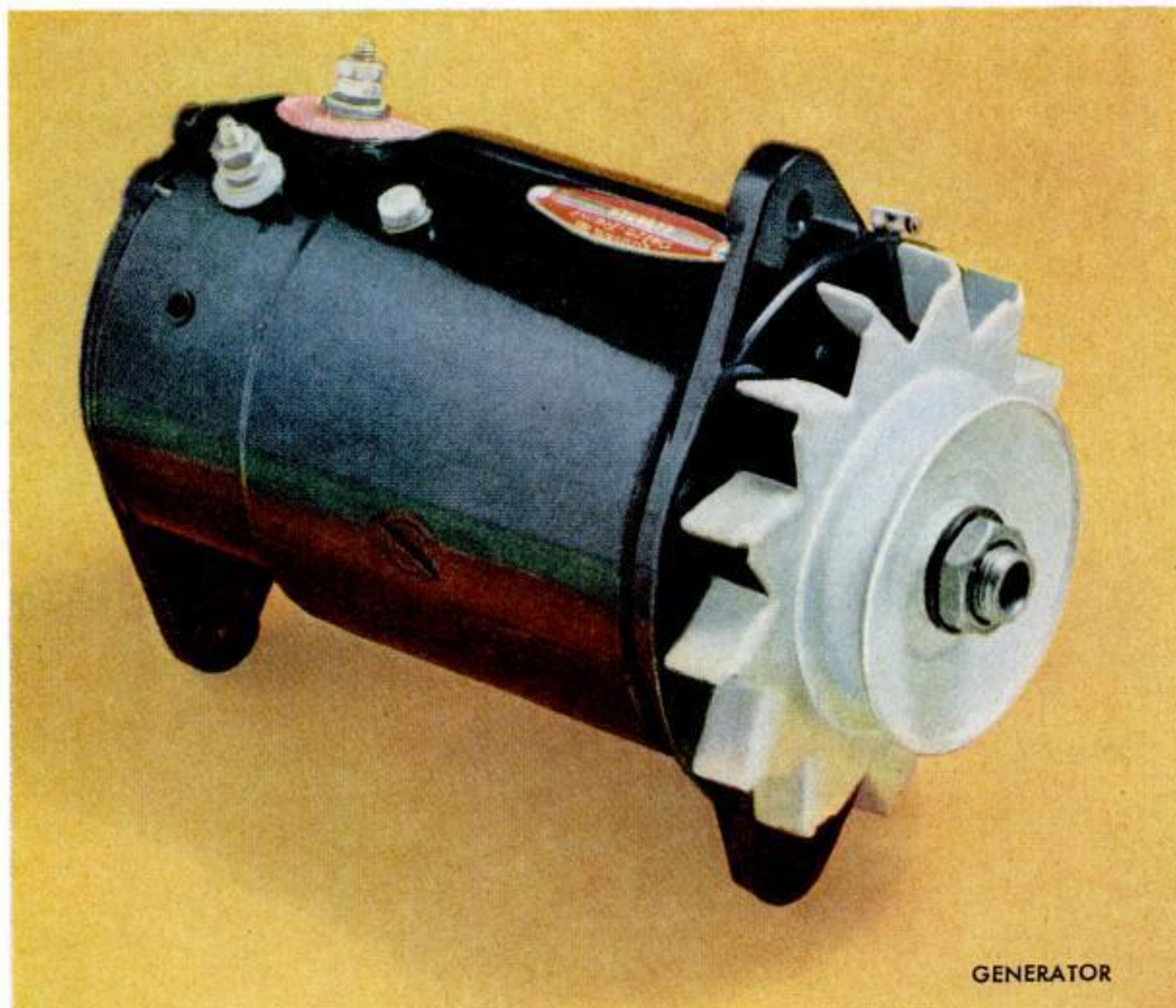
Ship'n Shore®



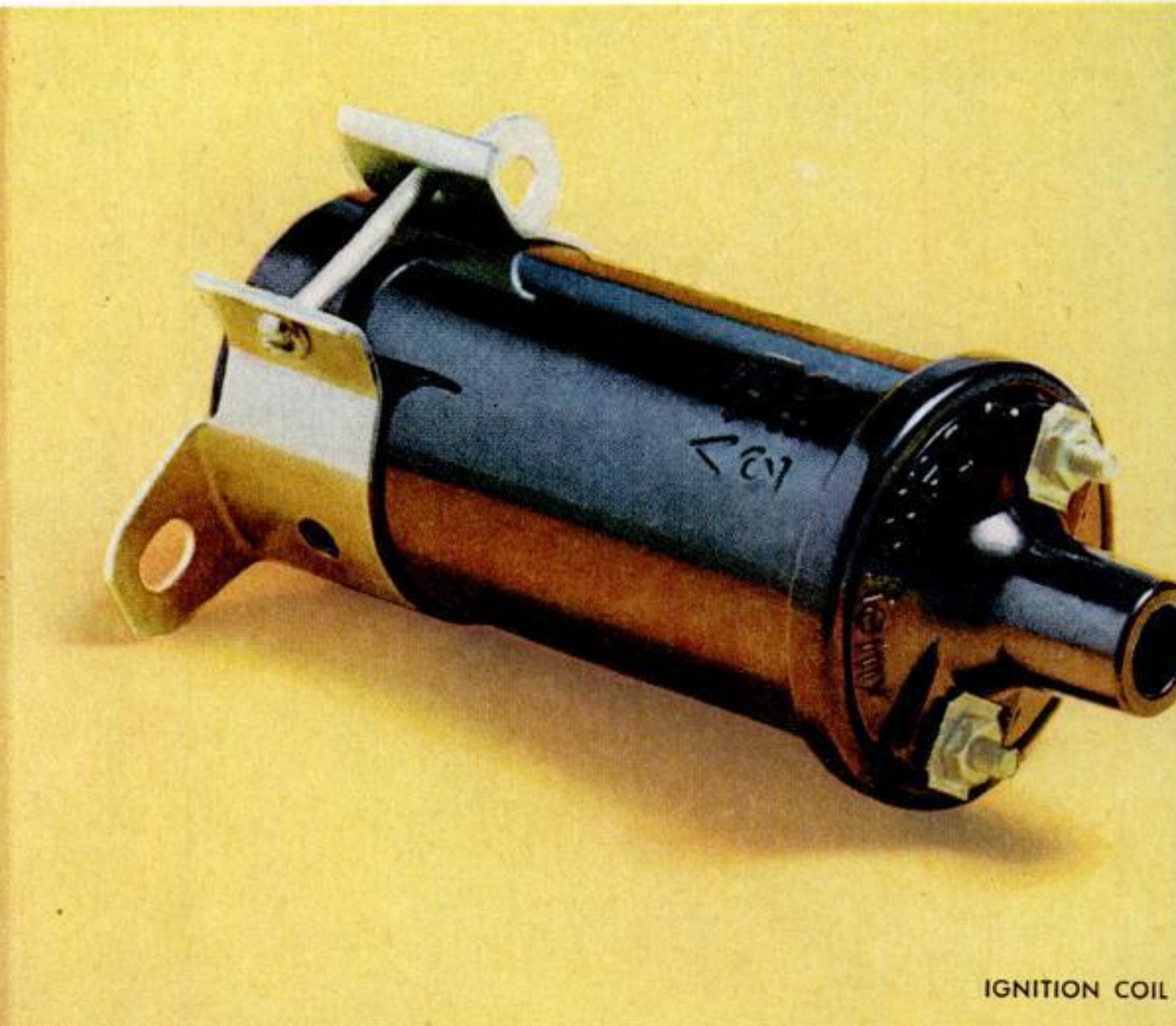
delightful daydream...
contour-scoop broadcloth **2.98**

All easy-to-care-for washables.
Sizes to 38, some styles to 40.
Ship'n Shore's for girls,
sizes 7 to 14, from \$1.98.
At fine stores everywhere.

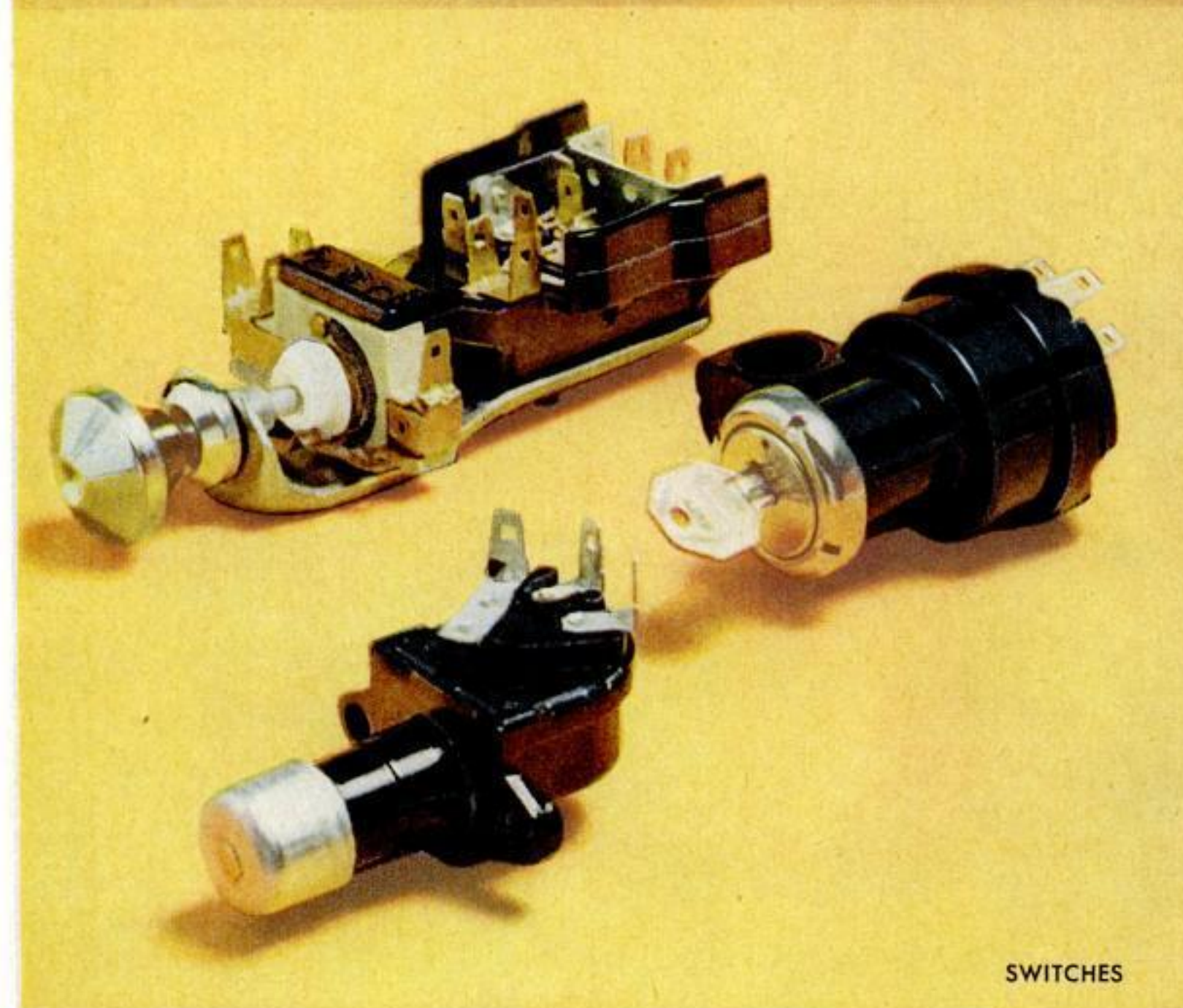
Ship'n Shore®



GENERATOR



IGNITION COIL



SWITCHES



HORNS

COPYRIGHT 1955—DELCO-REMY DIVISION, GENERAL MOTORS CORP.

Delco-Remy leads with *trend*

What is "trend-setting" electrical equipment?

It is equipment designed by Delco-Remy for the demanding, modern engines of cars, trucks and buses, with their wide range of compression ratios. Delco-Remy sets the trend for the engines of *today and in the future* with 12-volt electrical systems.

Units of a typical Delco-Remy 12-volt system, shown above, are specially designed to give modern cars, with higher compression engines, *better ignition, faster starting, and greater electrical reserve*. They meet the ever-increasing demand of today's vehicles for more and more electrical performance.

Gives Power Instantly

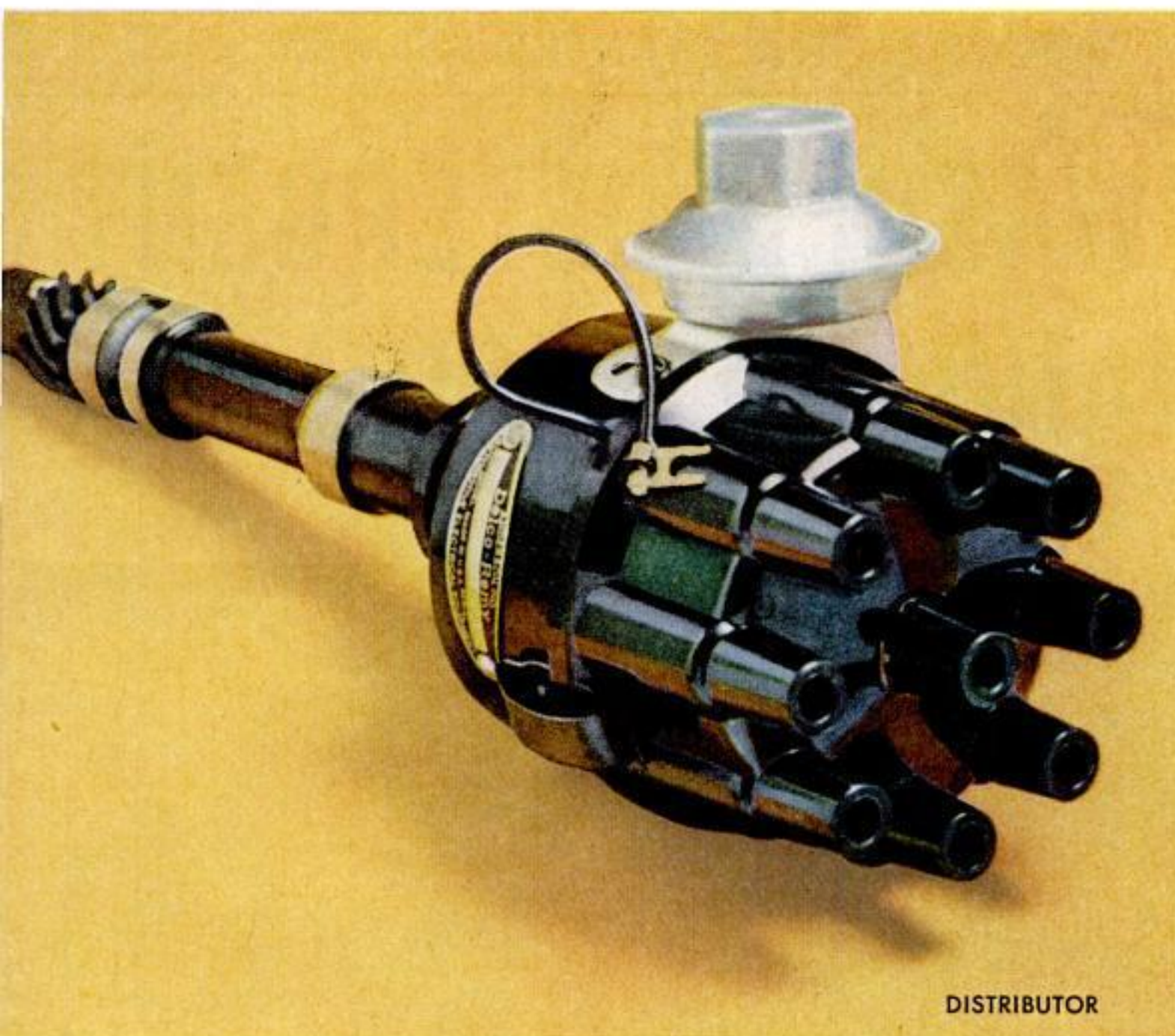
Pioneered by Delco-Remy, the new 12-volt system provides better ignition under all road conditions, because these

Delco-Remy ignition units deliver more electrical energy to spark plugs at all speeds and during rapid acceleration. When you step on the gas, your engine gives you an instant flow of power that overcomes hills and takes traffic in its stride.

The new 12-volt system gives you easier starting, too, because the Delco-Remy cranking motor, powered by the rugged 12-volt Delco battery, actually spins the engine up to 50 per cent faster—in any weather.

30 Per Cent More Electrical Reserve

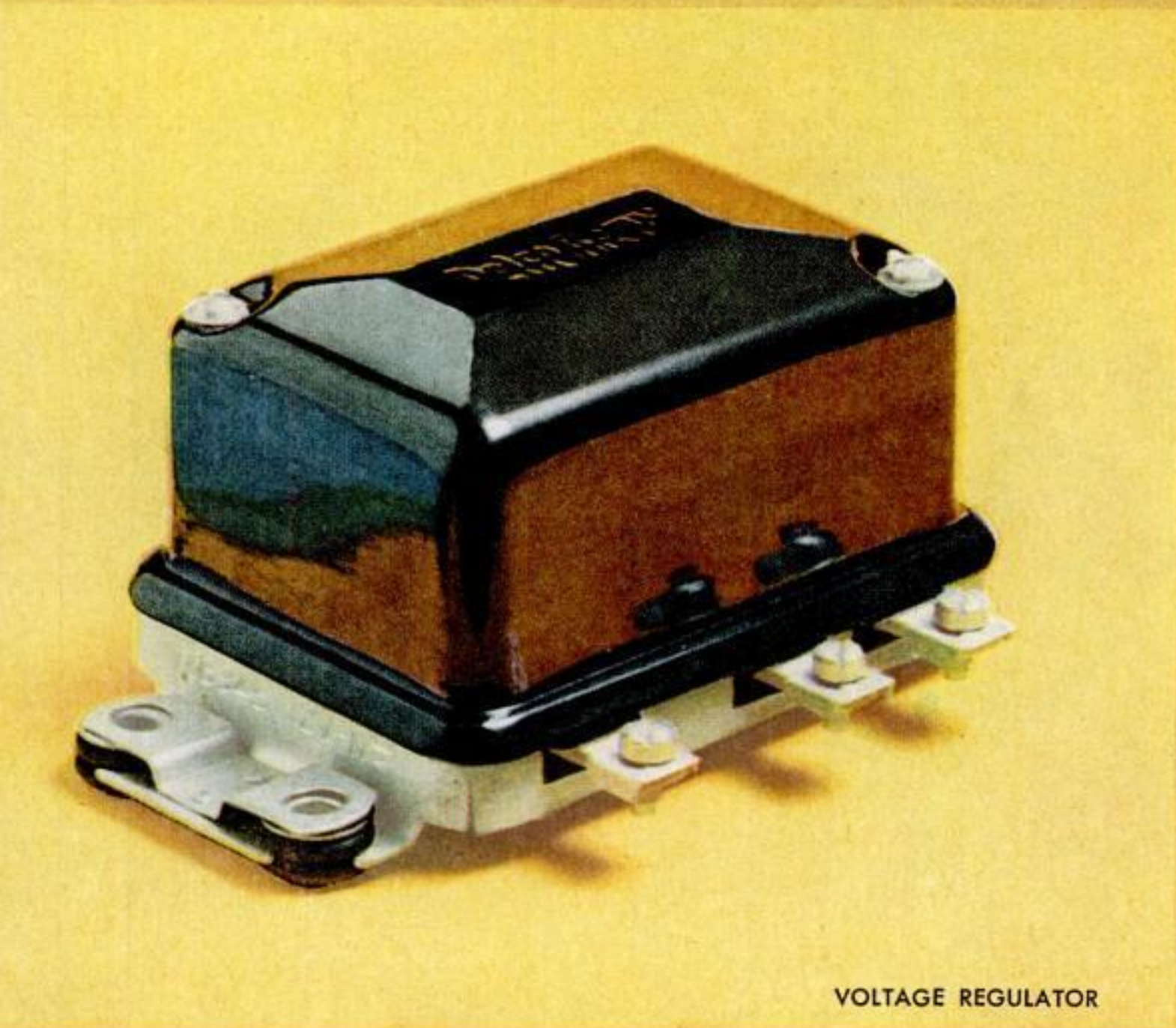
In addition, the new system provides greater electrical reserve—as much as 30 per cent more. The 12-volt Delco battery and generator supply ample electrical power for ignition, lights, heater, radio and horns . . . plus power



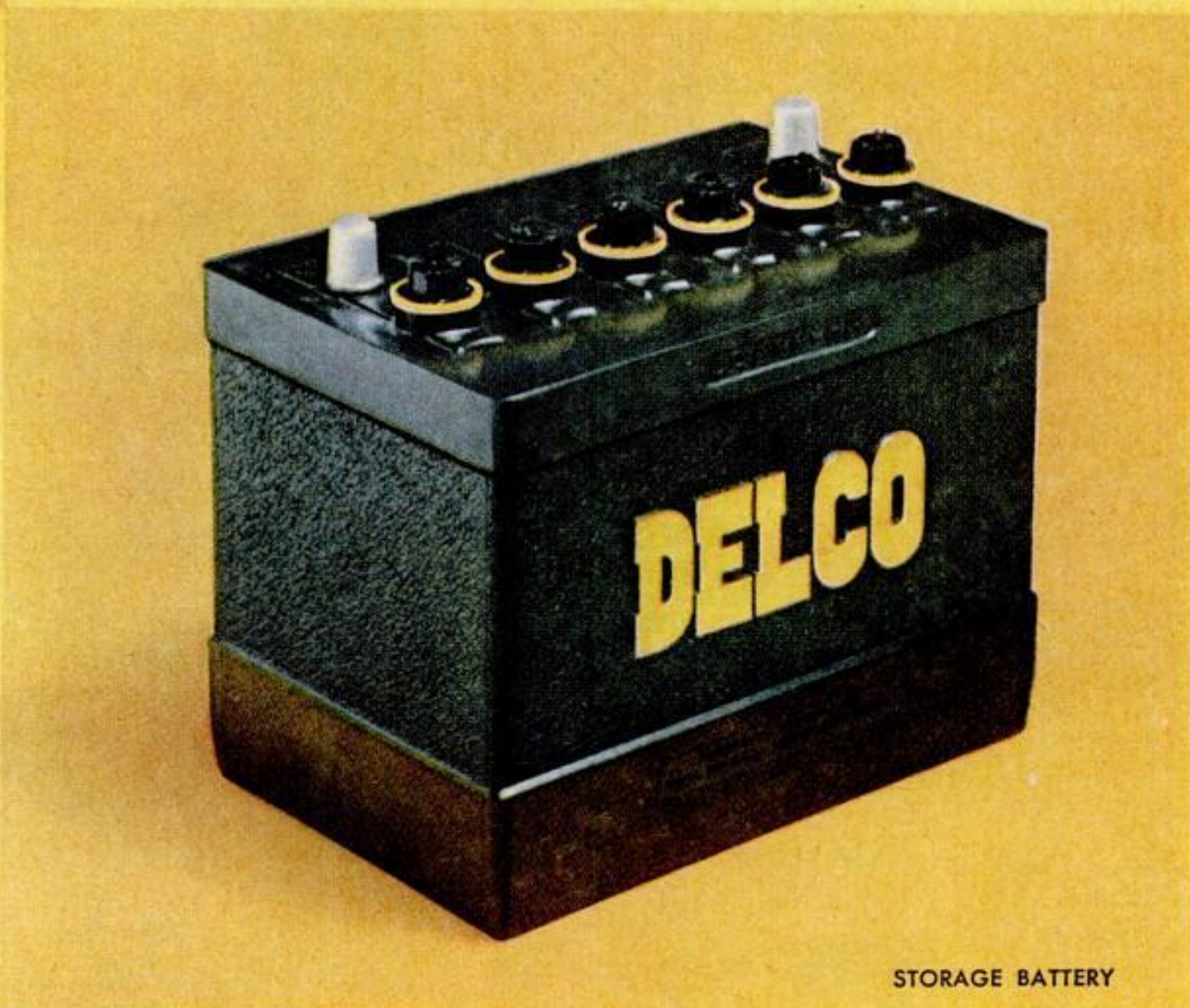
DISTRIBUTOR



CRANKING MOTOR



VOLTAGE REGULATOR



STORAGE BATTERY

Delco-Remy 12-volt electrical systems provide ample electrical power for modern engines—today and tomorrow!

Setting" electrical equipment

for the many optional electrical conveniences, such as power-lift windows and power-adjusted seats.

These advantages are the result of Delco-Remy's progressive engineering and leadership in the manufacture of modern 6- and 12-volt electrical systems for passenger cars, trucks, buses, farm tractors, marine vessels and aircraft . . . systems trusted by countless users "Wherever Wheels Turn or Propellers Spin."

The famous Delco-Remy line includes: Generators • Regulators • Cranking Motors • Distributors • Ignition Coils • Klaxon Horns • Flexible Cable Controls • Directional and Control Switches • Delco Batteries • For Passenger Cars, Trucks, Buses, Farm Tractors, Air and Marine Craft and Industrial Applications.

Delco-Remy Division of General Motors, Anderson, Indiana

Delco-Remy

ELECTRICAL SYSTEMS



GENERAL MOTORS LEADS THE WAY

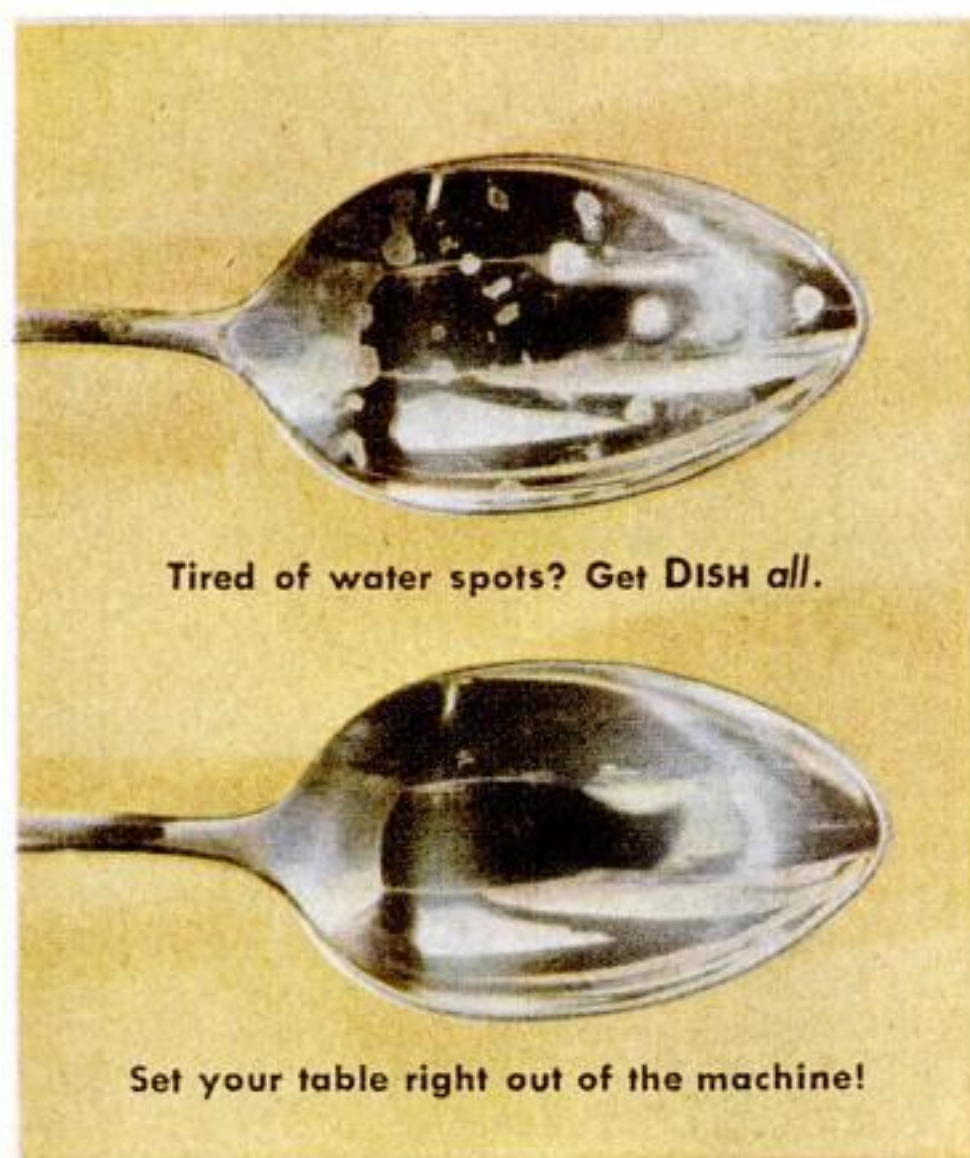
BRAND-NEW SPECIALIZED DETERGENT FROM MONSANTO, THE MAKERS OF **all**®

NOW AT LAST! A DISHWASHER DETERGENT THAT GIVES GLASSES HAND-POLISHED LOOK!

Prescribed by electric dishwasher manufacturers

DISH *all* ends *water spotting*—glasses sparkle, silverware gleams, china looks bright and beautiful. That's because the *super* detergent action of DISH *all* rinses away that dulling film which conventional compounds leave.

ELECTRIC DISHWASHER manufacturers themselves tested DISH *all*, achieved results like you see here *in their own laboratories!* Yet, in test after test, DISH *all* ranked highest—removed stubborn stains and grease, washed everything sparkling clean.



NEW OWNERS will find DISH *all* packed in their machines. (Just as leading appliance manufacturers have prescribed Monsanto's *all* for automatic clothes washers, now they also prescribe DISH *all* for their electric dishwashers.)

Look for DISH *all* at your grocer's. You'll find DISH *all* the finest dishwashing detergent you've ever used.



GLASSES SPARKLE, look hand-polished right out of your dishwasher! DISH *all* chemically shines glasses and silverware without wiping. And DISH *all* is safe for even the finest china and delicate overglazes—won't corrode aluminum or copper pots and pans.

DISH **all** is made by MONSANTO where creative chemistry works wonders for you



COPYRIGHT 1955, MONSANTO CHEMICAL CO.

FAREWELL TO FAIRLESS

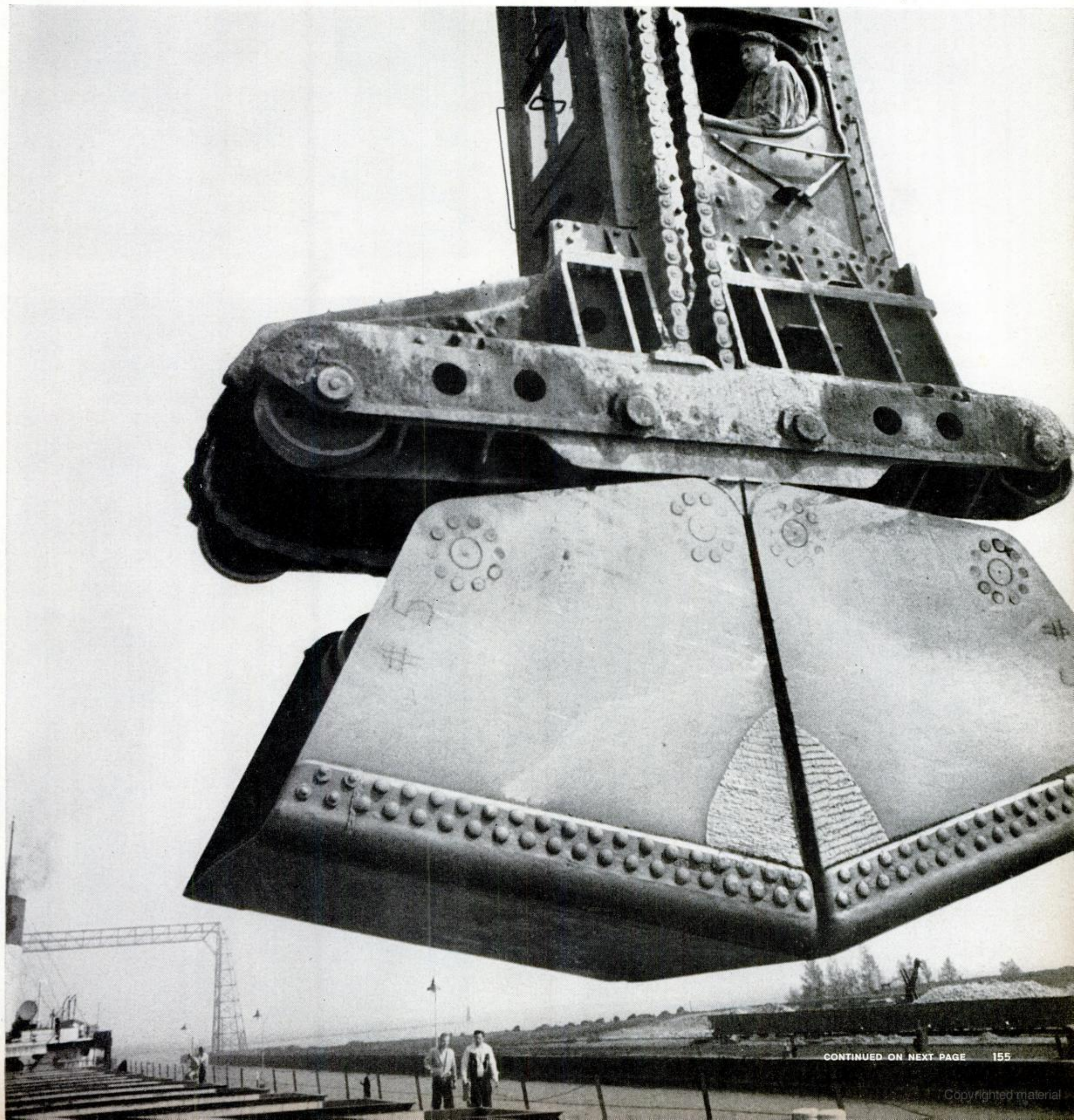
U.S. Steel's boss retires at industry high point

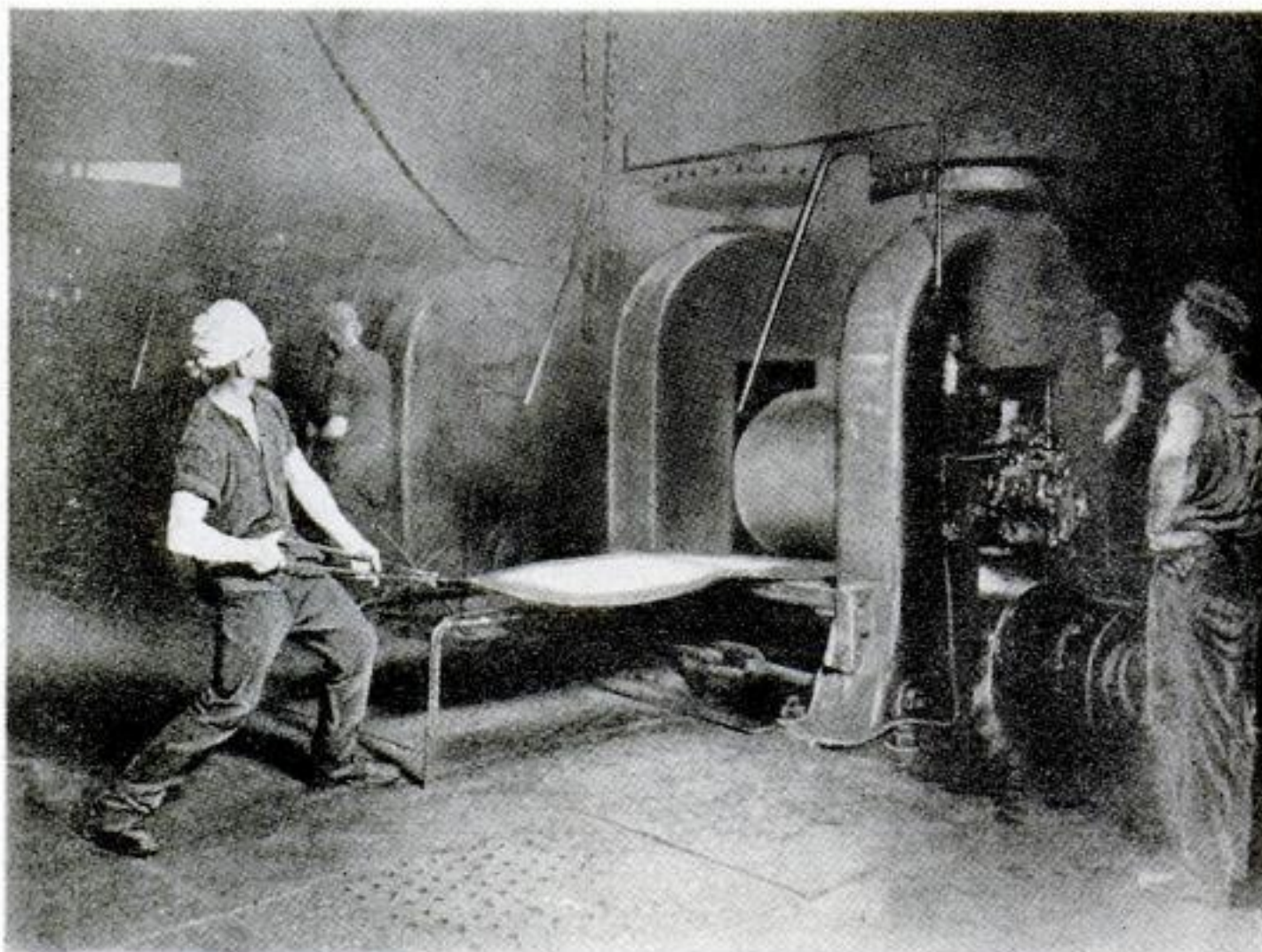
The American steel industry last week had reached an all-time production record, having yielded an estimated 2,328,000 tons in seven days. At this high point, the boss of the biggest steelmaker stepped out of his job. Going before a stockholders' meeting on the day before his 65th birthday, Benjamin F. Fairless announced his retirement as board chairman and chief executive officer of U.S. Steel. As he quit, his company's production, a third of the country's output, was greater than the entire production of steel in the U.S.S.R. The impressive achievements of the whole industry were brought about by technical advances, shown on the next pages, which Fairless has seen take place in his own time as a steel man.



AFTER RETIREMENT SPEECH FAIRLESS GETS BEST WISHES OF STOCKHOLDER

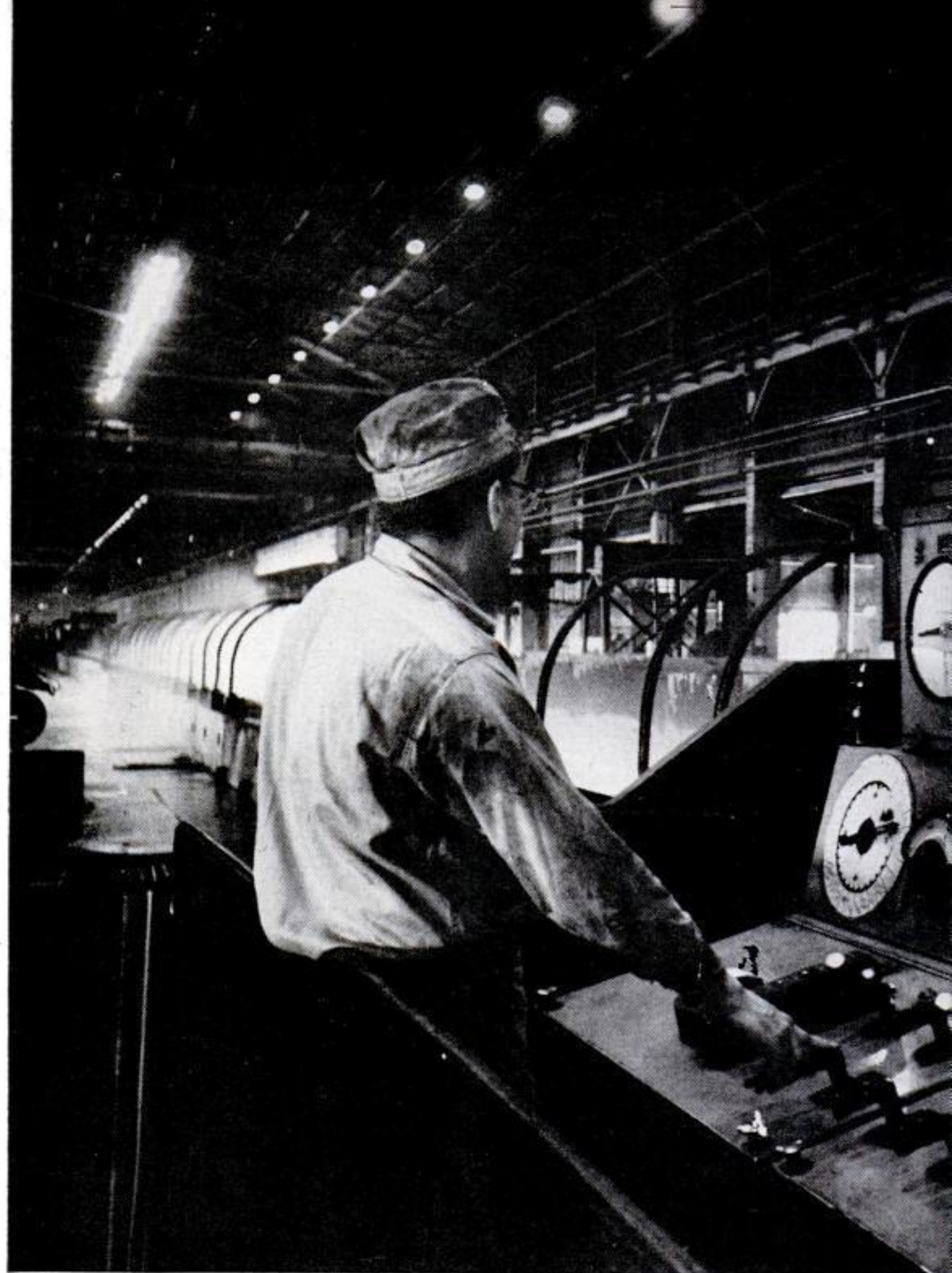
A GIANT EXAMPLE OF MODERNIZATION, A CRANE WHICH CARRIES OPERATOR IN BOOTH SWINGS UP WITH 20-TON BITE OF ORE AT U.S. STEEL'S GARY, IND. DOCKS





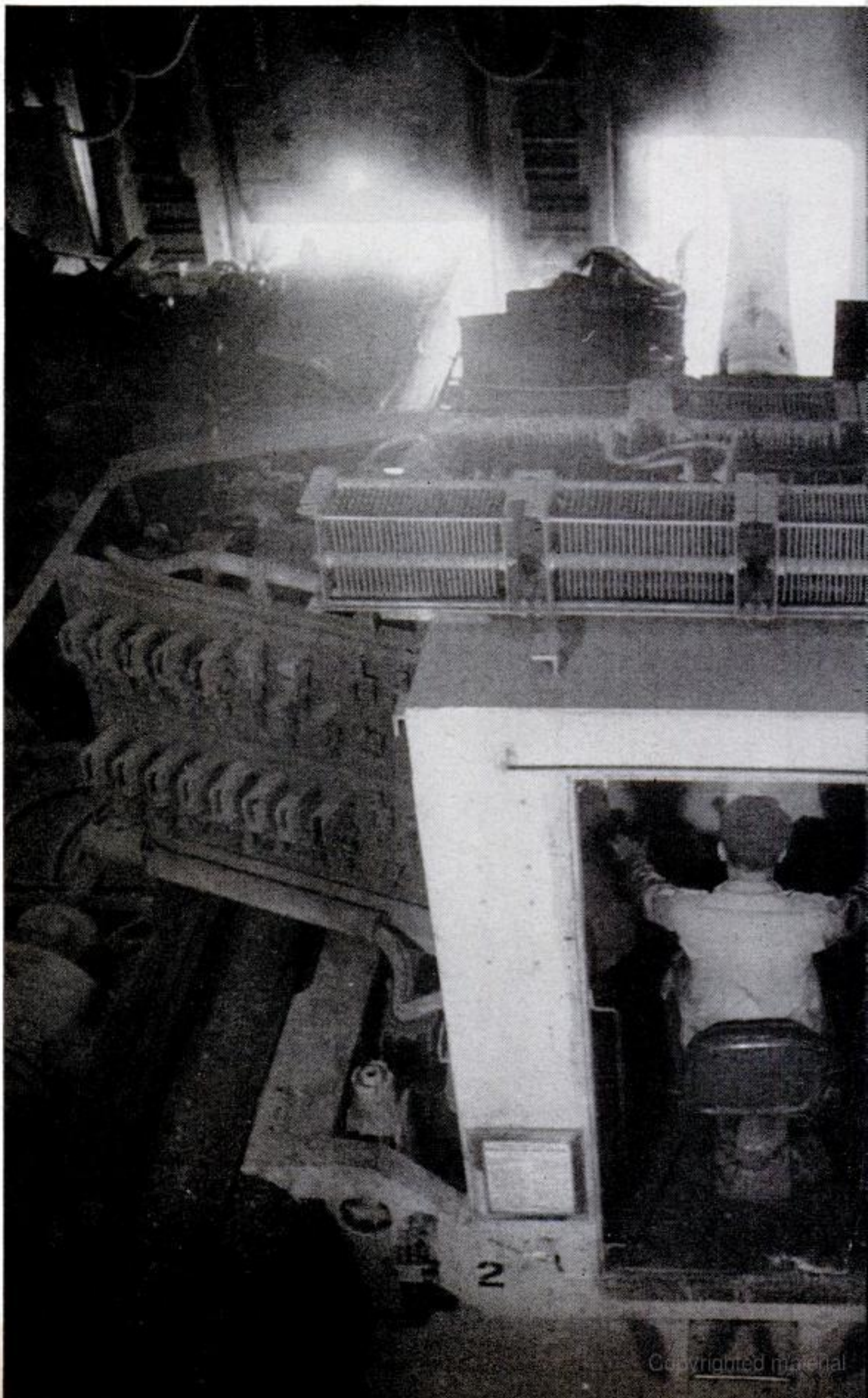
REMOTE CONTROL REPLACES THE TONGS

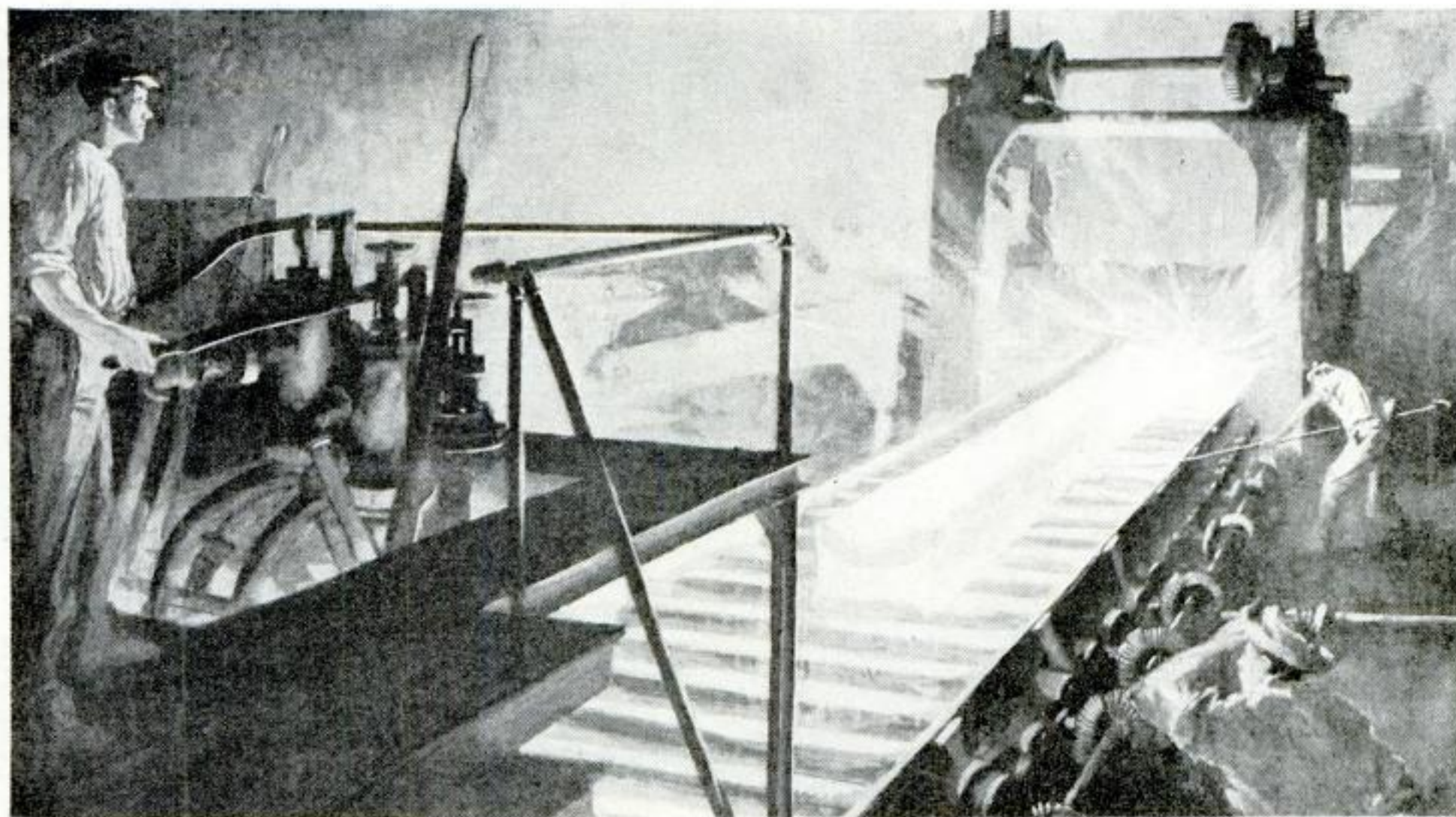
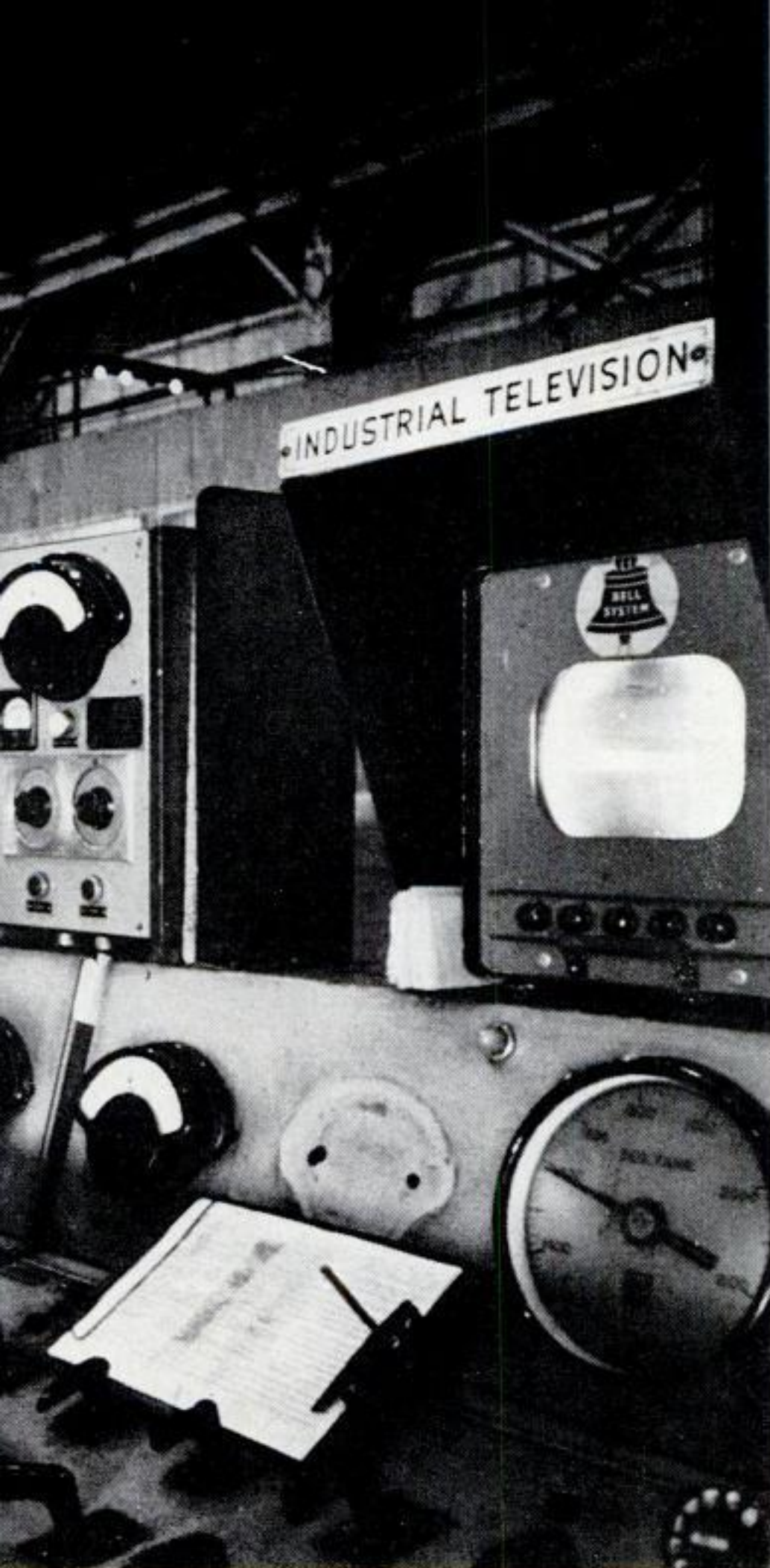
When Ben Fairless was a toddler in the frame house of his Welsh coal miner father in Pigeon Run, Ohio, steel milling processes were almost primitive compared with those of today. To make sheet steel, a sweltering operator fed hot steel into a mill and pushed it back and forth with tongs (*above*) until it was flattened to the desired thickness. In a working day a hand mill could produce only a few tons. Today (*right*) the operator sits at a comfortable distance watching a continuous belt of precision-rolled steel on a television screen as the metal moves through the mill at 25 mph. This strip mill, in a U.S. Steel plant, averages 3,100 tons per shift.



SHOVEL YIELDS TO THE SUPER STOKER

When Fairless was a schoolboy selling Cleveland newspapers in Justus, Ohio, some steel mills still used the hand-shoveling method to load the open-hearth furnaces that refine raw iron into steel. It was a slow and risky process (*above*) that wasted much heat because the furnace doors were kept open so long. Today (*right*) the operator sits behind a glass shield at the controls of a charging car, a mammoth tractorlike machine that lifts and thrusts into the furnace huge pans of ingredients that shuttle in on a track. This Inland Steel Company charging car can lift 20 tons and can fully charge a mammoth furnace in an hour and a half.

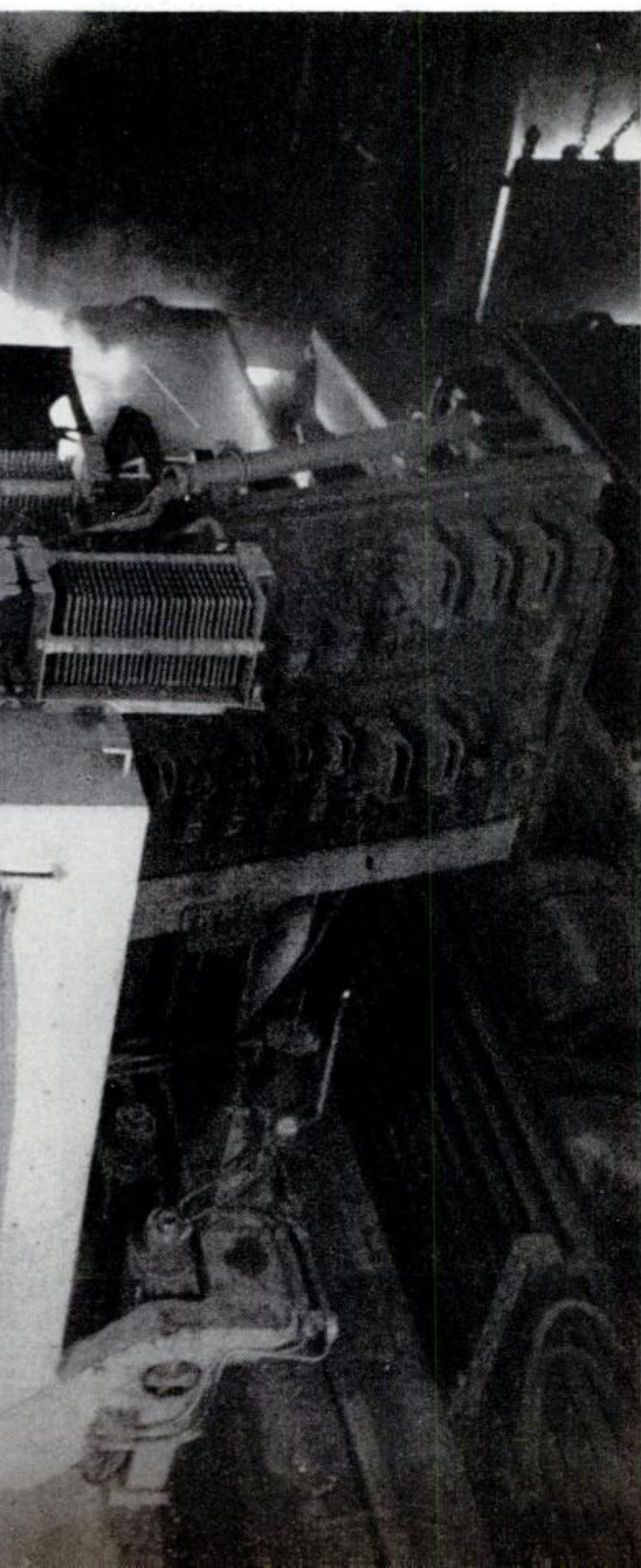




HOT ROLLING IS HANDLED IN AIR-COOLED COMFORT

When Ben Fairless, a young civil engineer, got his first steel job helping construct a new Central Steel Co. plant on the outskirts of Massillon, Ohio in 1913, the structural beams used in the building had been made in a cumbersome, protracted process. Working in searing heat, like the men above, the operators guided steel chunks, called "blooms," back and forth through rollers that shaped them into beams.

By 1939 a blooming mill could turn out about 6,000 tons a day. Below is a step in the process used today in the Youngstown Sheet and Tube Co.'s East Chicago, Ind. plant. While the operator watches beside a dial in an air-cooled control booth, the machine swiftly forms ingots into steel slabs that will be finished in another rolling process. This machine yields about 7,200 tons during a normal working day.





**NEW PALMOLIVE
AFTER-SHAVE LOTION**

**Soothes your face
from shave to shave**

Only new PALMOLIVE After-Shave Lotion has a special emollient in an exclusive formula to give it marvelous **DOUBLE ACTION!** (1) It cools in seconds, refreshes faster than ever! Instantly helps heal tiny nicks, cuts. (2) It soothes longer; its deep soothing action lasts over 24 hours. So it actually soothes your face from shave to shave.

5-OZ. SIZE 59¢
deluxe size \$1.00
PLUS TAX



RATIO OF PROGRESS is shown in U.S. Steel hot-strip mill where shift capacity of 3,100 tons, symbolized by

rows of 74-inch coils at left, is 100 times greater than output of hand-rolling mills, represented by single coil.

ENGINEER GIVES WAY TO FORMER SCHOOLTEACHER

From the outset of his steel career Ben Fairless displayed a mastery of production details and a skill at handling men. At Central Steel, where he attracted the attention of his superiors by managing a company baseball team that won a league pennant, he became a crack salesman. At 38 he was the company president. Seven years later he joined U.S. Steel as president of a subsidiary and in 1938 became president of the parent company.

Tough or diplomatic when the need was present, he delegated authority to his subordinates, replaced them if they didn't do the job. When he retired as chairman, there was someone ready to take over, U.S. Steel General Counsel Roger M. Blough, 51, onetime schoolteacher and son of a Pennsylvania farmer.



ON LAST DAY as board chairman, Fairless (left) arrives at meeting in Hoboken. He will remain as member of the board.



THE SUCCESSOR, new Chairman of the Board Roger M. Blough, visits twin daughters, Jane Elizabeth and Judith

Ann, on Sophomore Fathers' Day at Wellesley (p. 175) a few days before his election by the U.S. Steel board.

Your thirst can "feel" the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually "feel" all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst "feel" the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.

*Schlitz always brews
for quality . . .
never for price!*

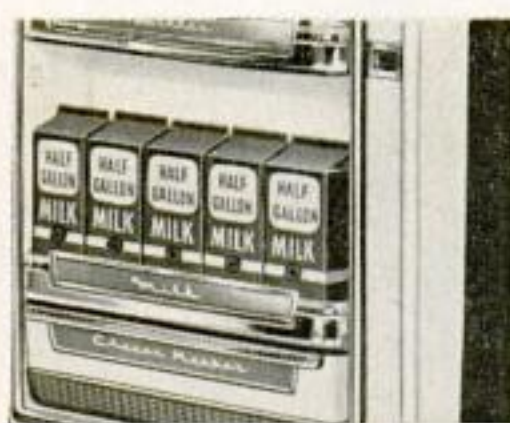


Now a new kind of refrigerator...

AIR
to

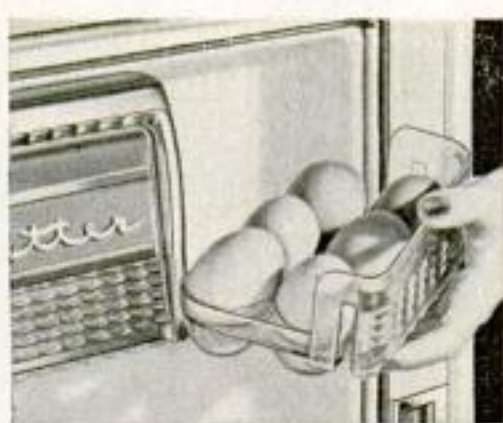


Philco 1258 Two-Door Twin-System Refrigerator
Other Models with 2-Way Door and Full Length Door



Double Depth Dairy Bar

Another Philco "first"—the Double Depth Dairy Bar—the storage door that holds more—even half-gallon milk cartons.



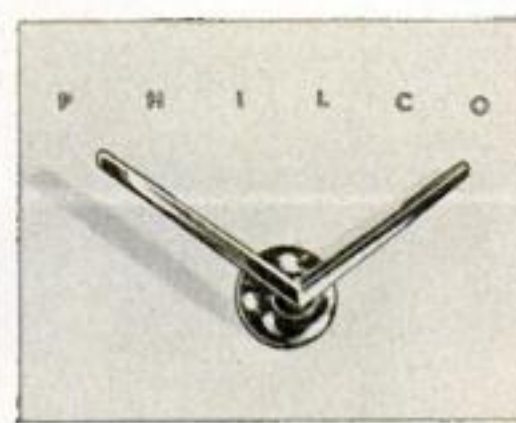
Portable Egg Racks

Two Portable Egg Racks hold six eggs each. Lift from the door when needed. Safe as a carton; handier. And they are washable.



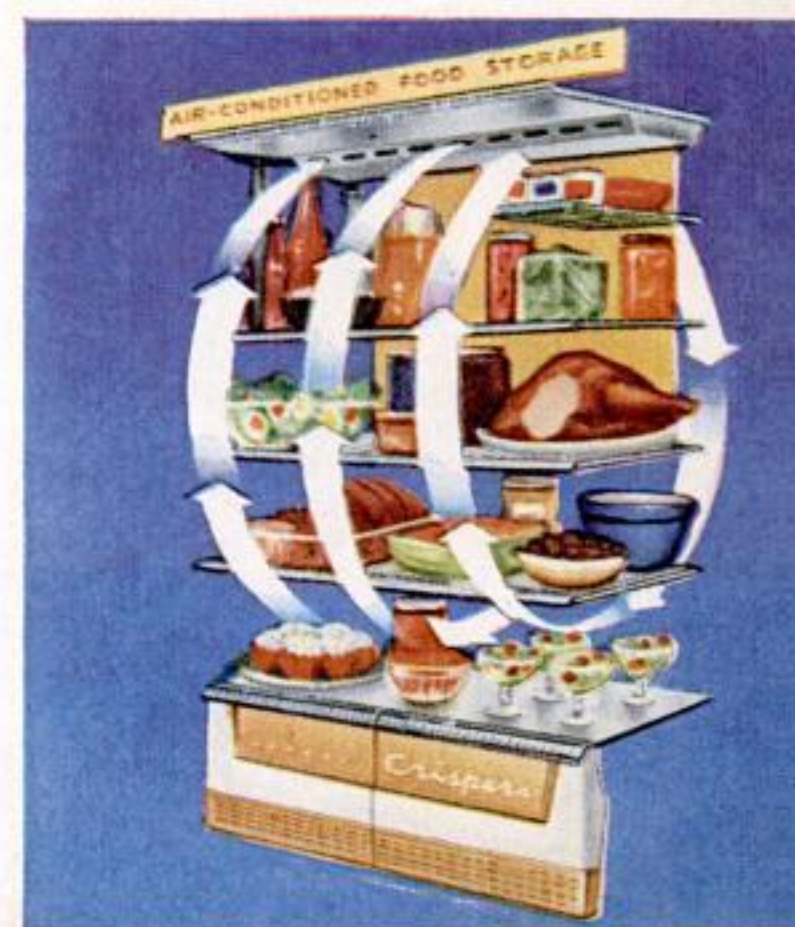
Pull-Out Adjustable Shelf

Only Philco gives you a pull-out shelf wherever you want it. It's fully adjustable like other shelves. Makes foods at rear handier.



Exclusive 2-Way Door

Greatest step-saving feature of all—the Philco 2-Way Door. It opens from either side, left or right. Two models—1259, 1159.



CONDITIONED
 keep your precious
 foods *Fresher!*



PHILCO

TWIN-SYSTEM REFRIGERATOR

PHILCO MAKES HISTORY in refrigeration for 1955 with the exclusive "Twin-System" . . . the *perfect* refrigerating system, at last! It's *Air Conditioned*. For the first time, a constant stream of clean freshened air passes over your foods, *conditioned* to ideal 38 to 42 degree temperature, *conditioned* to just the right degree of humidity. Covered or uncovered, your precious foods stay fresher, preserve their natural flavor and nutrition longer than ever before.

The Twin-System Philco Refrigerator never needs defrosting because an exclusive system *prevents the accumulation of frost*; there is no heat to thaw foods in the freezer, no troublesome counter or clock. The freezer itself is separately cooled, separately insulated; it keeps frozen foods as long as a year at scientifically correct temperatures from zero to 20° below.

With its many valuable, exclusive features the Twin-System Philco is so modern, so advanced, it actually makes other refrigerators out-of-date.

A 1955 Philco for as low as \$1.85 a week!

There are *bargains* in every size. 12 cu. ft. at the price of a ten. 11 cu. ft. at the price of a nine. 9 cu. ft. at the price of a seven. All brand new for 1955, as low as \$179.95 (Model 752). Your Philco dealer makes it worth while to *trade in your old refrigerator* for a 1955 Philco now. See him today.

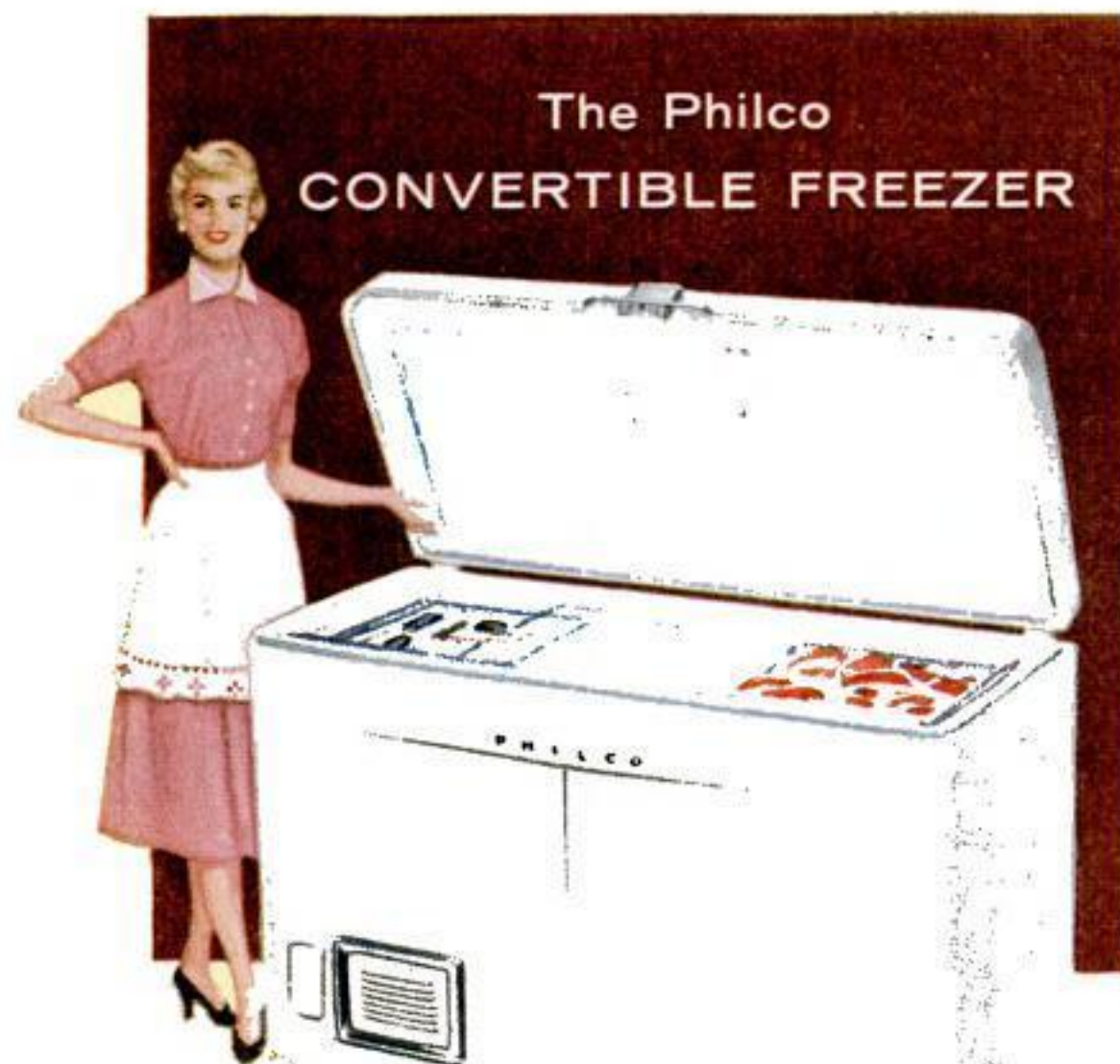
PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

See these brand new
 features for 1955 in Philco
 Advanced Design Appliances



Philco Electric Range with
 miracle ROASTMETER

AMAZING, BUT TRUE—you watch the cooking of your roast *right on the control panel dial* . . . know exactly when it is ready to serve. Without opening the door, you cook a perfect roast every time, just the way you want it—Rare, Medium, or Well Done. No disappointments. No failures. See the Philco Roastmeter Range at your Philco Dealer.



It's Twice as Useful!

Here's the new kind of freezer with the separate compartment that's convertible from freezer temperatures of zero to 40 degrees below, to refrigerator temperatures of 38° to 42° above by just pressing a button. Useful as a freezer or as an auxiliary refrigerator, for chilling beverages, storing bulky foods. Two sizes; 12 and 18 cu. ft.



Just press the proper button to convert to the service you want.

Philco "Trade-in Time" Sale
 starts Monday, May 23

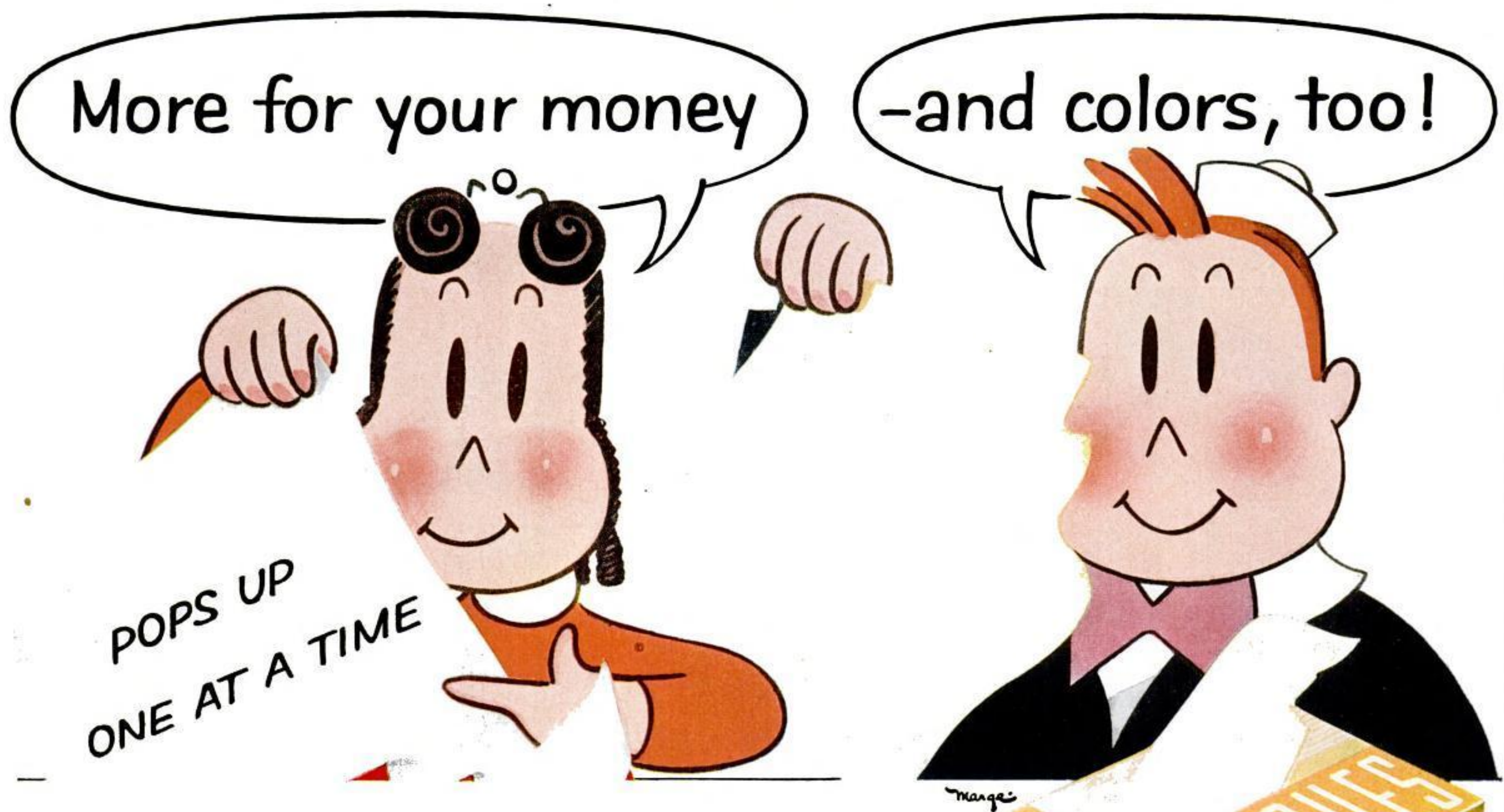
See the many special sale values
 featured by your Philco dealer.



Buy only where you see this sign for guaranteed Philco quality and service.

Copyrighted material

New Kleenex Economy Pack



**Now—a "400" pack
of strong, soft Kleenex**

With this new Economy Pack you really save *two* ways:

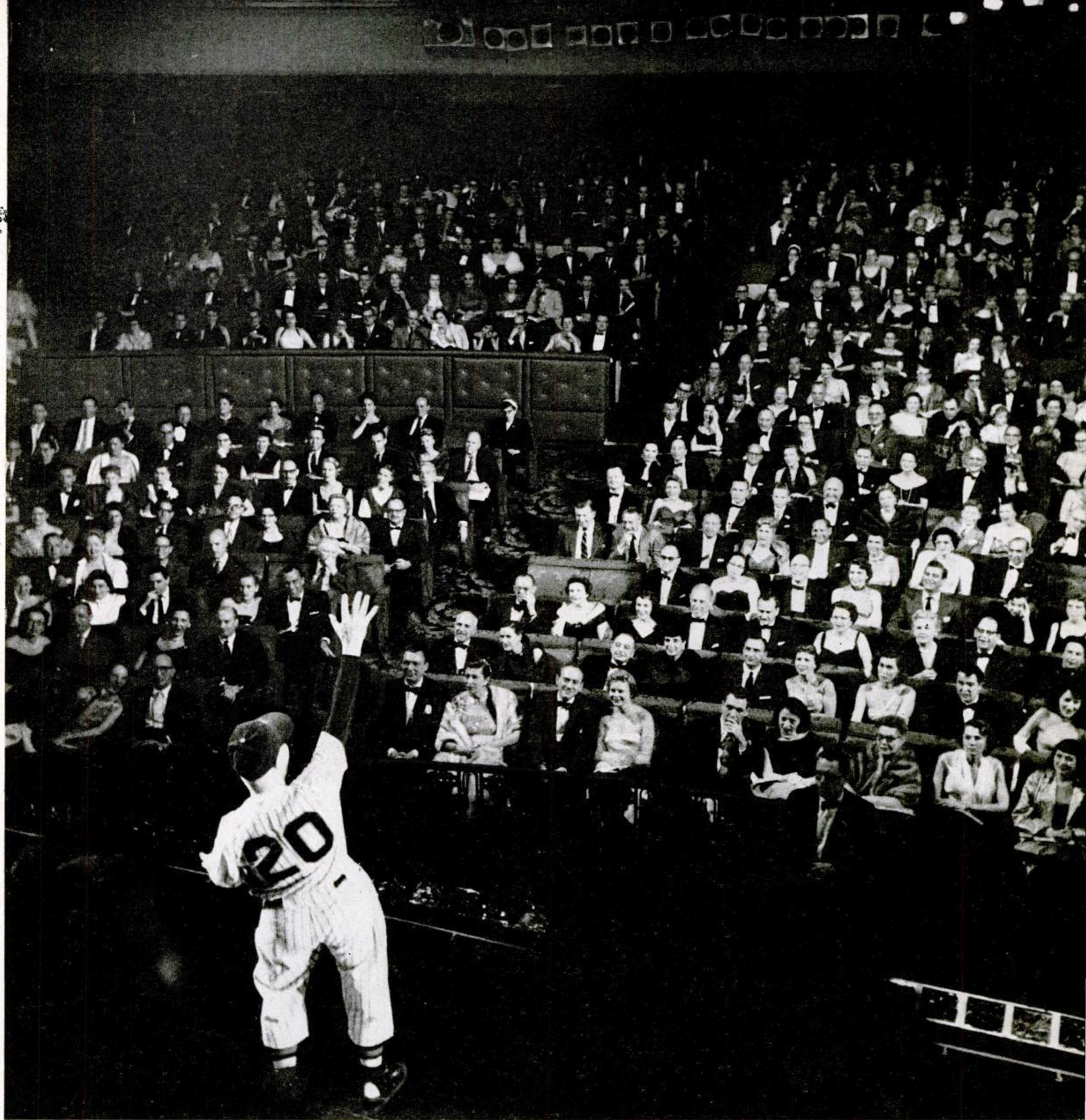
1. You get 400 tissues (200 double-ply sheets). More Kleenex* for your money.
2. The exclusive "pop-up" box saves as it serves one tissue at a time.

What's more, the new Economy Pack comes in a choice of colors—soft pink, soft yellow, or pure white. Today ask for Kleenex tissues—in the new Economy Pack.

Be sure it's Kleenex

—the largest selling tissue in the world

*T. M. REG. U. S. PAT. OFF.
© INTERNATIONAL CELLUCOTTON PRODUCTS CO.



FIRST NIGHT BROADWAY AUDIENCE AT "DAMN YANKEES" IS PHOTOGRAPHED FROM STAGE DURING BASEBALL SCENE WHEN THEATER IS LIGHTED LIKE STADIUM

MAKING OF A MUSICAL

Box score for 'Damn Yankees': some errors, a hit, long run

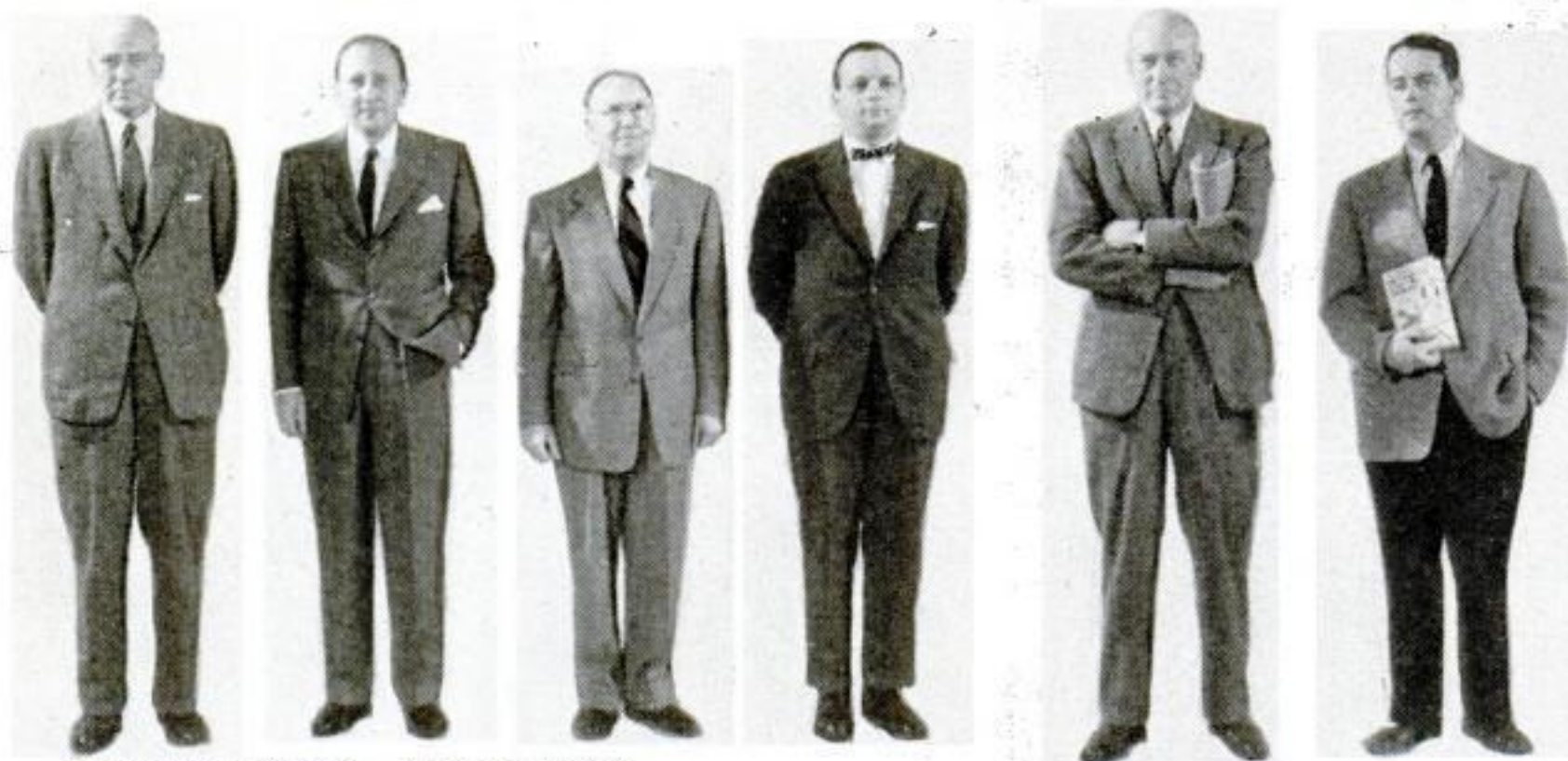
Last week on Broadway the enthusiasm of an opening night audience (*above*) brought to a joyful climax nine months of worry and work and established a musical comedy called *Damn Yankees* as a sure hit. The show, based on Douglass Wallop's novel, *The Year the Yankees Lost the Pennant*, spun along effortlessly, singing and dancing out the fable of a baseball fan who dickers with the devil for the privilege of helping

the Washington Senators win the pennant from the Yankees.

The effortless look, however, was achieved the hard way. Once having raised money (\$250,000), which was easy since the same team had put on the money-making *Pajama Game*, the producers plunged into the hectic trial-and-error harnessing of talent which all shows must go through—and which is described, in the case of *Damn Yankees*, on the next pages.

Photographed for LIFE by PETER STACKPOLE

CONTINUED ON NEXT PAGE 163



PRODUCERS, AUTHORS

Moving powers behind the show are (from left) Director George Abbott; Producers Frederick Brisson, Robert Griffith, Harold Prince; Authors Abbott, Douglass Wallop.

A BIG POOL



ACTORS

'Yankees' gets launched

Damn Yankees was brought to Broadway mostly by the 83 people shown on these pages. As grouped here, they make up the kind of complex organization which any big Broadway musical requires.

Most conspicuous on stage, of course, are the 14 principal actors lined up diagonally at left. Moving up from left, they represent Mrs. Joe Boyd, whose husband bargains with the devil so he can be young again and play baseball. Next to her is Joe, first as a young ballplayer and then as a middle-aged man. Next comes the devil's accomplice and Satan himself. The other nine actors are two neighbors, baseball managers,



DESIGNERS, PRODUCTION STAFF

In top row (from left): designers' assistant; four secretaries; general manager; company manager; two head carpenters; prop chief. In bottom row are set and costume designers, William and Jean Eckart; associate producer; accountant; two press agents; two stage managers; two head electricians and wardrobe mistress.

OF TALENT



DANCERS



SONGS, DANCES

Songs are by (from left) Jerry Ross, Richard Adler, orchestrated by Don Walker, arranged by Roger Adams. Choreography is by Bob Fosse, aided by Zoya Leporska.

by complex family of 83

a girl reporter, children and players. Weekly salary for actors: \$6,000.

In the row above are 14 dancers, whose weekly salary is \$1,400. The singers below earn \$1,300 and the total orchestra gets \$4,500. The creators and producers of *Damn Yankees*, the two groups at the top of these pages, are paid mostly by royalties or in a lump sum, Abbott getting paid both as director and author. Total weekly operating expense of the show is about \$33,000. If it plays to capacity, it will pay back its production cost of \$170,000 in 14 weeks. After the theater takes a percentage of the gross as rent, the show will make a maximum weekly profit of around \$12,000.



SINGERS, ORCHESTRA

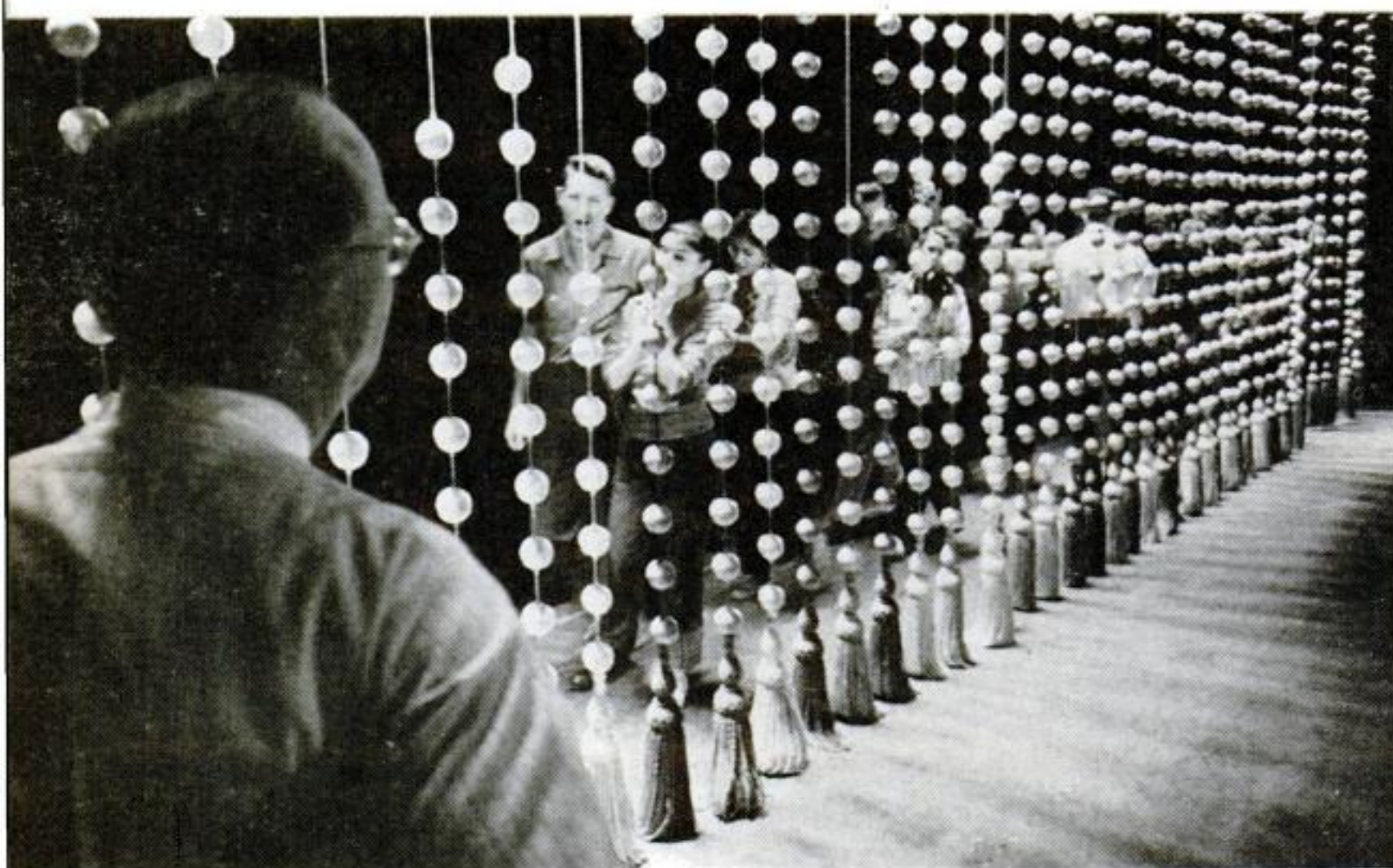
Twelve male and female singers are in two groups, one above the other, at left. Directly above are nine musicians hired by company for tour. They form nucleus of orchestra, are supplemented on Broadway by 18 musicians. To right of violinist is musical contractor, who books all musicians, and Conductor Hal Hastings.

The workouts begin all around the place

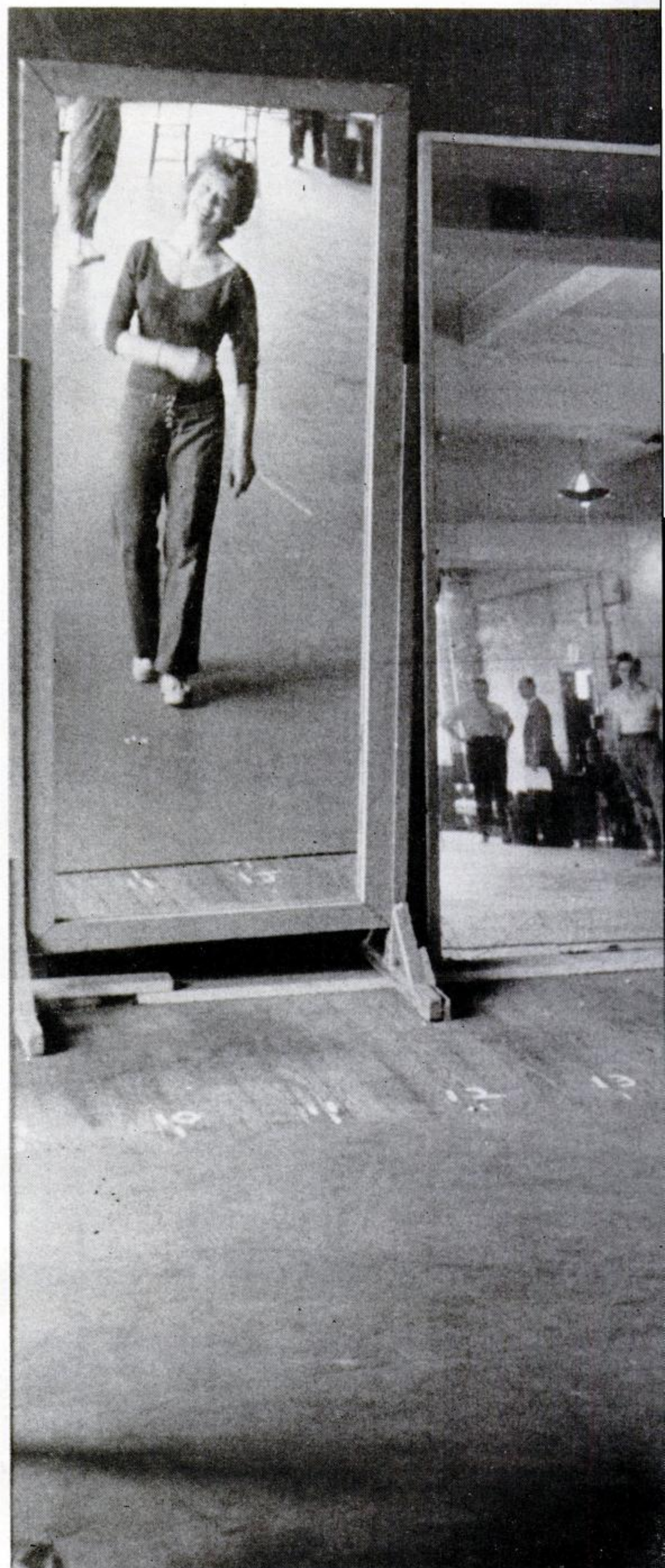
On March 7 *Damn Yankees* swung into intensive rehearsals in New York with actors, dancers and singers working separately (*opposite page*). There were no famous names in the show but plenty of gifted young professionals

who knew their jobs. The top performer, Gwen Verdon, who acts and dances and sings, had to rush from one rehearsal to another.

On March 20 the show was assembled at a run-through given on a bare stage. Getting



BASEBALL CURTAIN was constructed (*top*) out of 1,775 lightweight baseballs donated by the A. G. Spalding company. The result (*bottom*) cost \$2,444 and was used only briefly during the overture. The total scenery cost: \$45,000.

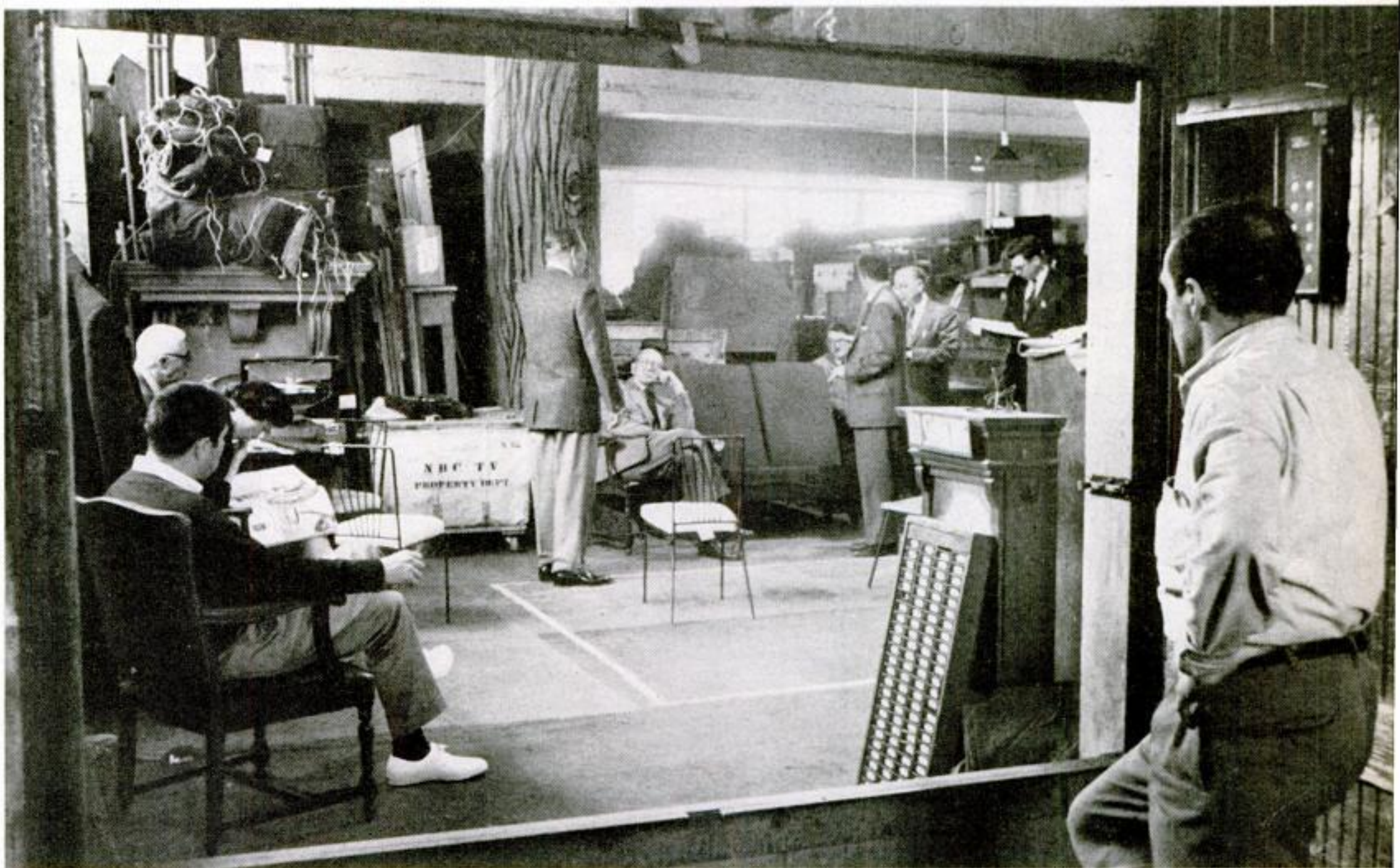


AS STAR GWEN VERDON TRIES OUT STEPS BEFORE MIRRORS IN REHEARSAL

the full effect for the first time, the director cut two songs, deleted lines, rearranged dances. Ten days later the company, preceded by five truckloads of scenery and costumes, went to New Haven for its first performance.



HALL, OTHER DANCERS STOP WORK TO WATCH



THREE REHEARSAL GROUPS work on three different floors of Schumacher theatrical warehouse in New York. As seen from elevator, the singers (*top*)

memorize lyrics; dancers (*middle*) practice a nightclub number for Fosse (*far left*), and stars (*bottom*) perform for Director Abbott (*seated, center*).

GROWTH OF A SONG HIT



LAUNCHING "HEART," which songwriters (left) hoped would be a popular song, Eddie Fisher—who is not in show—rehearses March 21 for RCA recording.



PERFORMING "HEART" on stage at New Haven tryout, quartet of baseball players sang the song with juicy barbershop harmonies and stopped the show.



ADDING TO "HEART," Songwriters Adler and Ross wrote more verses, practiced them in Shubert theater lobby because stage was busy with other rehearsals.



STILL MORE "HEART" was added to show in Boston, when another quartet gave it second-act reprise. It moved to another spot after the New York opening.



DIRECTOR GEORGE ABBOTT SLUMPS WEARILY AFTER NEW HAVEN REHEARSAL,

DEATH OF A BIG DANCE



BIGGEST DANCE NUMBER, intended as a first-act finale, was rehearsed (above) for five weeks. Based on game of musical chairs, it showed how rival ball



BURDENED BY A MULTITUDE OF THINGS, BIG AND SMALL, THAT NEED FIXING



AFTER OPENING in New Haven worried staff met in Room 804 of the Taft Hotel. They felt it was lucky because here they first knew *Pajama Game* was a hit.

At New Haven the show is groomed and pruned

New Haven was chosen for the first tryout partly out of sentiment, for there last year the producers and composers had opened their first success, *Pajama Game*. Despite all their experience and planning they had no way of predicting the reaction of a paying audience. They were worried when the curtain went up on April 2 and were still worried when it came down. Some scenes had dragged, some characters were hazy. Ruthlessly they decided to eliminate two sets, three songs and the biggest ballet. But one song, *Heart*, proved better than they had thought. And Gwen Verdon as Satan's partner was potentially a show-stopper.

They proceeded to build up both *Heart* and Gwen, giving her two new songs, a new dance and making her role more sympathetic. As show people, they knew changes would be made, but still nerves were racked and egos bruised. Then everybody set to work to do what had to be done.



teams dropped out of running, one by one. With \$5,000 worth of costumes this dance opened in New Haven (above) and slowed up the show. A substitute dance



for Musical Chairs was whipped up in few days. It was a simple number—had only Verdon and Eddie Phillips doing burlesque mambo—and was big success.

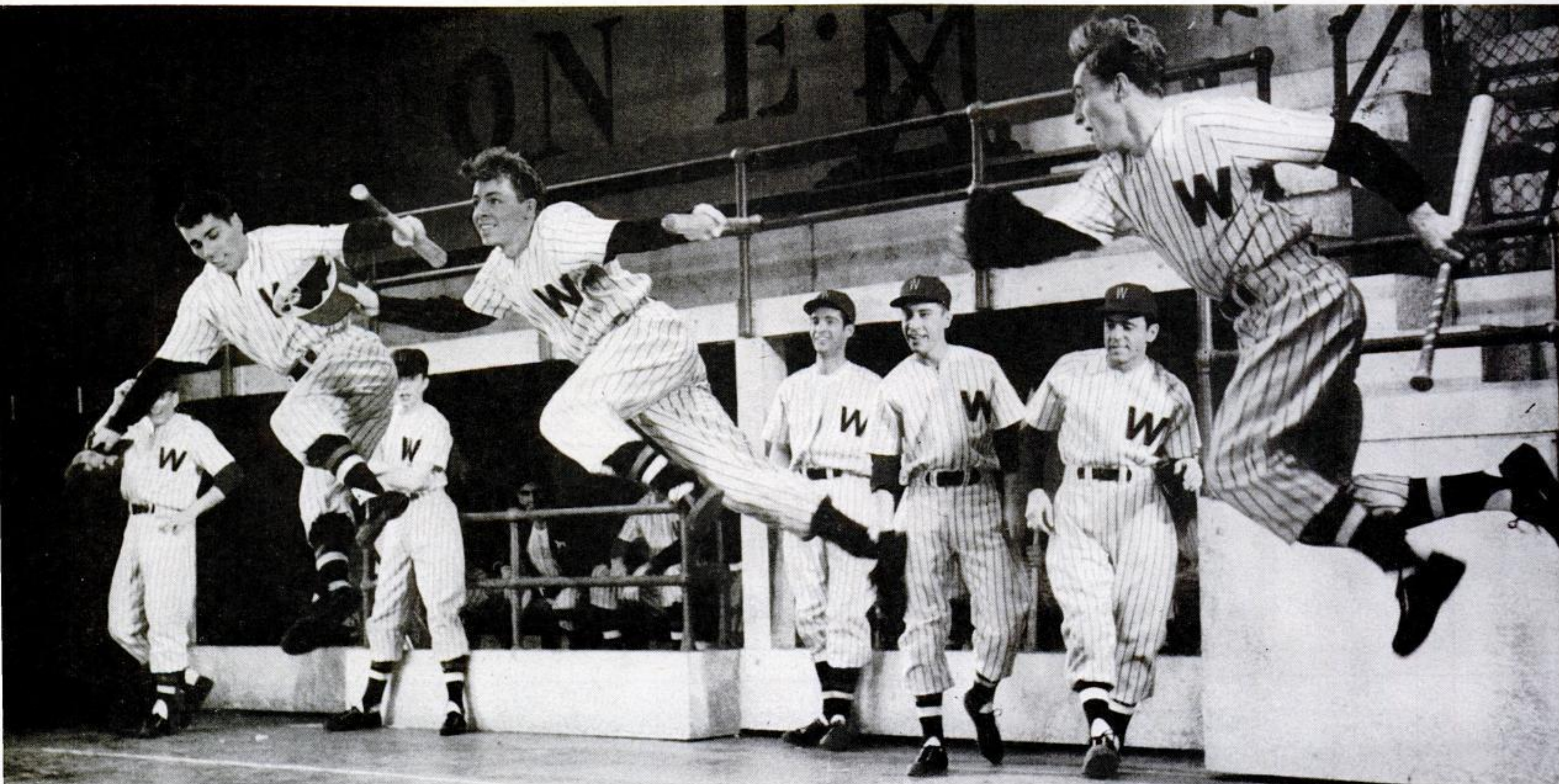
Everything falls in place and Gwen scores triumph

After three more tryout weeks in Boston, *Damn Yankees* was polished to a high gloss. At its Broadway opening the song *Heart* stopped the show again. After all the struggle the dances went over with a bang. Everybody praised Stephen Douglass as young Joe and Ray Walston as the superbly snippy devil who fished lighted cigarettes out of the air.

But the greatest excitement was over Gwen Verdon as Lola. In her best scene (*opposite*), when she tried to lure Joe away from his wife, she saw-sawed between sultry sex and inspired foolishness. "She is," said Critic Walter Kerr of the *Tribune*, "everything undesirable made absolutely and forever desirable." After months of labor *Yankees* is now happily dedicated to the enjoyment of its audiences and enrichment of its investors.



JOE BOYD IS STIRRED BY THE DEVIL'S OFFER TO MAKE HIM A BASEBALL STAR



CELEBRATING BALLPLAYERS break into dance after their unlucky team signs up a phenomenal rookie, who is Joe Boyd, made young again by the devil.

VERDON AS TEMPTRESS (*opposite page*) goes to work on young Joe, dancing around him and singing her hit song: "Whatever Lola wants, Lola gets."



IRATE SATAN (Ray Walston) scolds his pretty henchwoman because she has befriended Joe and stopped trying to lure him into a permanent alliance with devil.

← A BURLY PLAYER (NAT FREY) WIELDS WICKED BAT IN A BASEBALL BALLET



Thermostat outside your temperature as the



Melvin Glick, a leading midwestern builder

Melvin H. Glick is president of his own building and real estate firm with headquarters in Clayton, Missouri. With 800 of its homes already occupied, the company is presently building 2,000 more homes—and a large shopping center. All Glick-built houses—including the one shown here in Olivette, Missouri—are Electronic Comfort homes equipped with Honeywell Electronic Moduflow.

This is why you need

Electronic Moduflow home in suburban St. Louis. Cost in St. Louis: \$24,550. Builder: Melvin H. Glick. Architect: Isadore Shank. Electronic Moduflow was installed by Welsh Furnace Co.

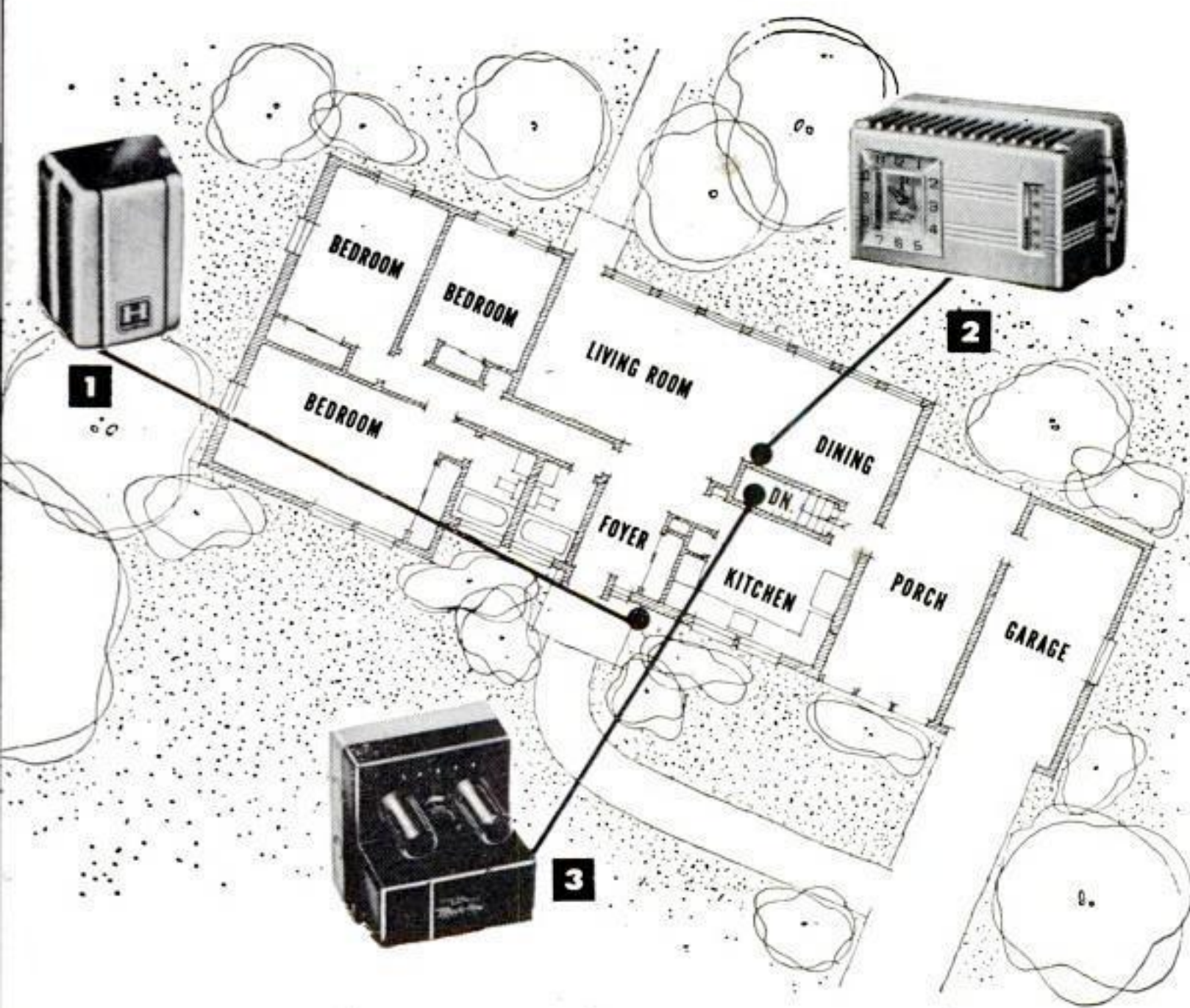
THIS HOME HAS ELECTRONIC MODUFLOW COMFORT



house varies indoor weather changes

Two thermostats—one outside (as circled on house photo) **and one inside your house**

In the house you build or buy this spring, install Honeywell Electronic Moduflow—your key to luxurious comfort next winter



1 Outdoor Thermostat

The Electronic Weathercaster, mounted outside where the weather is, senses the outdoor temperature and sends an electronic signal to the Indoor Clock Thermostat.

2 Indoor Clock Thermostat

The Indoor Clock Thermostat, mounted in your living room, receives continual electronic signals from the Outdoor Thermostat, interprets them and signals the Electronic Control Center. In winter the Indoor Thermostat also automatically turns down the heat at night so you sleep cool and save fuel. Then it turns up the heat in the morning so you wake in a warm house.

3 Electronic Control Center

The Electronic Control Center, mounted in your utility room or basement receives signals from the Indoor Clock Thermostat. Then it automatically tells the heating or cooling plant to provide the amount of adjustment required to keep your house at the right temperature—no matter what the weather.

THE LAST WORD IN HEALTHFUL HOME COMFORT can be secured only by varying the indoor temperature as outside temperature changes.

For example, as the temperature outside goes down, the walls of your house naturally become colder. Thus, you need a rise in temperature inside your house, to offset this *cold wall chill*.

To provide this important *temperature variation*, you need two thermostats, one *outside* and one *inside* the house.

Electronic Moduflow, with two thermostats, gives you all-electronic, completely automatic temperature control.

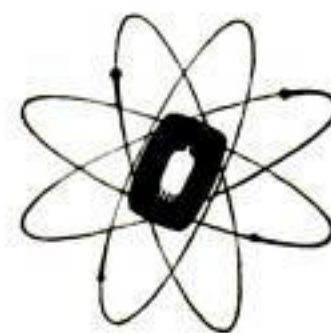
In winter—this system, which is accurate to within $\frac{1}{4}$ of one degree, varies the indoor temperature in your house, as the outside weather changes. This keeps you bathed in a gentle glow of constant comfort. Your house is never too hot, never chilly. You say goodbye to cold, drafty floors. And because your heating plant is neither overheating nor underheating, you get the most good out of every fuel dollar you spend.

In summer—if you have central air-conditioning, *Electronic Moduflow* regulates your central air-conditioning plant—to give you controlled cooling.

It's easy to get Electronic Moduflow for your home

See your builder, heating dealer, or architect. Average price installed, \$199.40. Works with any adequate central heating or cooling plant. For a new home—can be included in the financing. For your present home—can be bought on a home-improvement loan.

For heating or cooling



MINNEAPOLIS
Honeywell

Electronic Moduflow





Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

Because **KENT** uses the most efficient materials scientists know for filtering smoke, **KENT** can make this promise. With the first carton of **KENTs** you smoke—

1 You will gain the *real* assurance you can only get with the greater protection of **KENT's** Micronite Filter.

2 You will enjoy **KENT's** light, mild flavor that *stays clean and fresh-tasting*, cigarette after cigarette.

It's easy to see **KENT's** difference. **KENT's** scientifically developed Micronite Filter material isn't just the cotton, paper or cellulose all other filter cigarettes rely on.

It is so effective in filtering air (and smoke) scientists recommend it for places where filters *have* to work . . . where filter protection is vital.

Easy to see why **KENT** offers you extra protection . . . and extra smoking pleasure.



Only **KENT** gives you the protection of the **MICRONITE FILTER**.

What a difference a **KENT** makes . . . buy a carton and see!

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY



WEARING SOPHOMORE CAPS BORROWED FROM THEIR DAUGHTERS, HAROLD SALTER AND IRVING GOLDSTEIN WAIT PATIENTLY TO BE TAKEN ON VISIT TO CLASS

BIG DATE WITH DADDY

Wellesley sophomores honor the man who pays

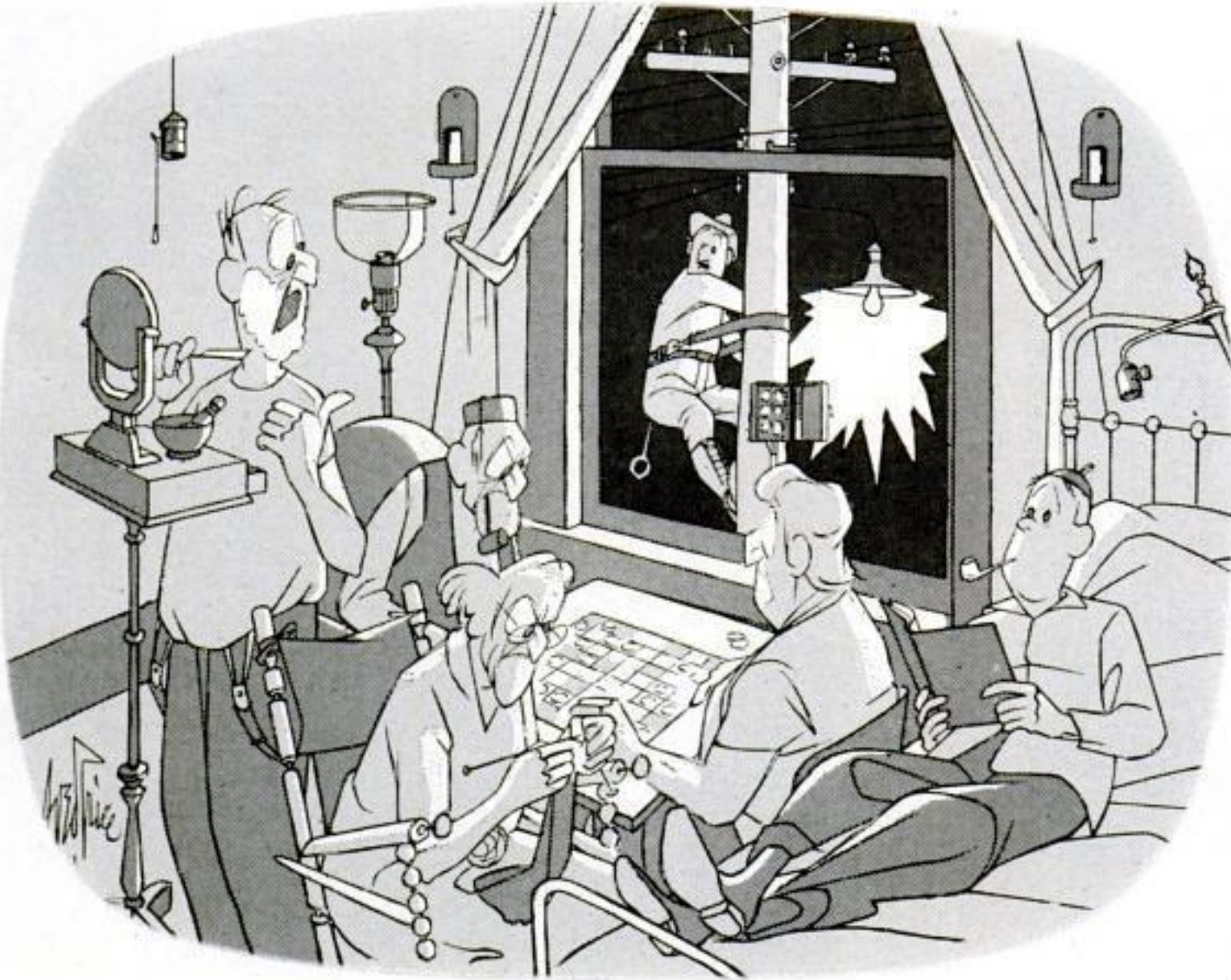
Once a year, to honor the man who pays the bills, Wellesley College sophomores set aside a special day for fathers, inviting them to spend a day on their suburban Boston campus. Last month the class of 442 girls played hostess to 312 fathers, some of whom came all the way from Texas and California. One father (*right*) even arrived at 5:30 a.m. and dutifully helped his daughter in the sophomores' traditional chore of holding places for seniors before the 7:30 a.m. hoop race.

During the day the fathers not only visited classes and toured the campus but played some youthful games (*p. 176*) and ended the evening dancing with their daughters. Serenaded, they heard a chorus sing appreciatively, "*I may . . . have the ring of some unsuspecting poor laddie, But when the dollar seems to take wing, why—My heart belongs to Daddy.*"

JAMES BURKE, BESIDE DAUGHTER KATE, WAITS AT DAWN FOR HOOP RACE →



Bulbsnatching's a Laugh



"If this guy on the pole is a bulbsnatcher too, we might as well *all* go to bed!"

When bulbsnatching troubles—empty sockets, spills in the dark and undersize bulbs in the wrong sockets—bother you, laugh them off with G-E bulbs. General Electric's 4-bulb package makes it easy to keep G-E bulbs on hand. And most people do. Surveys show G-E bulbs are used in 95% of all electrified American homes. Four 60-watt G-E bulbs only **76c**; four 100-watts for **88c**.



GENERAL  ELECTRIC

Day for Daddy CONTINUED



RACING FOR HOME in baseball game against girls, a father conscientiously clutches his beanie cap. He was safe at the plate. Fathers won the game, 10-9.



ROWING ON THE LAKE on Wellesley campus, a fathers' crew operates a Wellesley shell with surprising skill. They proved to be the hit of the day.



America's best-loved peas

You can explain the popularity of Green Giant Brand peas in just one word—*Flavor*. These babies in tenderness have a flavor found in no other peas—fresh, canned, or frozen. The Green Giant flavor. Enjoy it tonight.

Green Giant Company, headquarters, Le Sueur, Minnesota • Green Giant of Canada, Ltd., Tecumseh, Ontario "Green Giant" Brand Reg. U. S. Pat. Off. ©GGCo.

AND I HAVEN'T EVEN PAID FOR IT YET!

Shrinkage ruins the style of
a dress in no time.

Why take a chance? Get
real insurance of lasting
good looks and long wear—
always look for “Sanfor-
ized” on the label *before*
you say “I’ll buy it.”

•**SANFORIZED**•
TRADE © MARK

Saves the style . . . protects
you against shrinkage.

Cluett, Peabody & Co., Inc. permits use of its trade-mark
“Sanforized,” adopted in 1930, only on fabrics which meet
this company’s rigid shrinkage requirements. Fabrics bear-
ing the trade-mark “Sanforized” will not shrink more than
1% by the Government’s standard test.



Harsh shampoos "dry" your hair!

Halo Glorifies it!



No other leading shampoo leaves your hair so sparkling clean—so shining bright—yet is so mild as Halo!

YES, tests in hardest water prove no other leading shampoo leaves your hair so sparkling clean—so shining bright—yet is so mild as Halo!

No wonder you'll see a beautiful difference in your hair . . . when you change to milder, gentler Halo!

The reason—there are no drying, irritating chemicals, sticky oils or harsh soaps in Halo! Milder, gentler Halo's exclusive "glorifying" ingredient removes dull film and loose dandruff . . . leaves your hair cleaner, softer, more sparkling—never dry! Halo is so effective, just one Halo shampoo brings out all the natural brilliance of even dull hair . . . makes it more fragrant, much easier-to-manage. All without special rinsing!

So change from harsh shampoos to Halo—and see the shining difference! Try the 29¢ size—or get an average three months supply 89¢.



Halo—

glorifies dry, oily or normal hair

Day for Daddy CONTINUED



PARENTAL DATES at dance enjoy an intermission break with Sophomores Betsy Browning (left) and Ann Bockwinkel. Poster bears theme of the dance.



PARENTAL HESITATION during the dance is revealed by E. J. Audi of Brooklyn, N.Y. as he negotiates an intricate step with his daughter, Elaine.



PARENTAL PLEASURE is demonstrated by Carroll L. Corson of Plymouth Meeting, Pa., dancing with daughter Katherine. Dance broke up at midnight.

This is a
REEVES
fabric



HORIZONTAL STRIPES in Reeves fine combed-cotton broadcloth . . . in a distinguished new shirt combining the dressy look with casual comfort. Colorfast. Will not shrink. Here in a finely tailored shirt with the new spread collar and French cuffs by fine shirtmaker **RAMEY**

In blue, tan, grey or pink stripes on white. About \$6. For stores near you write M. H. Raab-Meyerohoff Co., Empire State Building, New York 1, N. Y.

Fabric by **REEVES BROTHERS Inc.**, New York 18

Crystals made from real Oranges are right in the mix



Pillsbury ORANGE CAKE MIX



*NEW STYLE FITTINGS add beauty,
charm and personality to this*

American-Standard Bathroom

Now, for the first time, you can have fittings with handles in a wide assortment of colors to blend with your American-Standard bathroom fixtures . . . and these fittings can be personalized by adding your own monogram! Yet the Monogram line is just one of the new styles of fittings being introduced to make an American-Standard bathroom the smartest one you could own.

But the new fittings are not the only exciting features of this bathroom. Notice the twin lavatories—think how they will relieve busy traffic peaks! Both lavatories and toilet are of easy-to-keep-clean vitreous china. The roomy bath is made of durable cast iron with a thick, smooth coating of gleaming enamel.

*plus installation

All American-Standard fixtures are made to last as long as your house. All come in smart styles and a choice of decorator colors that keep their sparkle through the years: corallin, blue, green, grey, brown, ivory, and white.

EVEN WITH NO DOWN PAYMENT, pay as little as \$5.29* a week for the bathroom fixtures shown. Ask your American-Standard retailer to show them to you. He is listed in the Yellow Pages of your phone book under "Plumbing fixtures" or "Plumbing supplies." Or for a copy of the Home Book, packed with helpful ideas on bathroom planning, send 10¢ in coin to cover handling costs to **American Radiator & Standard Sanitary Corporation**, Dept. PL-55, Pittsburgh 30, Pennsylvania.



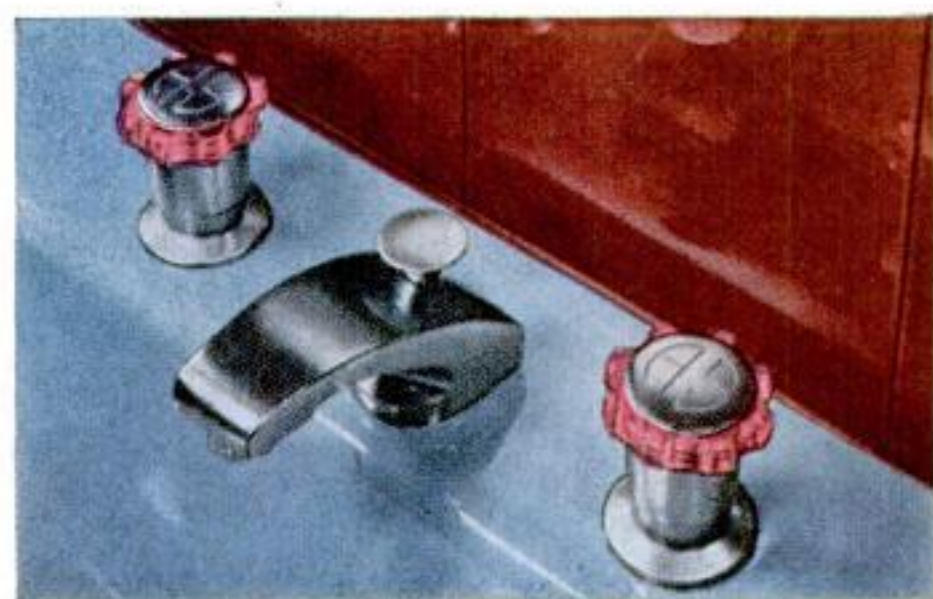
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YOUR OWN MONOGRAM can be used to personalize these beautifully designed satin chrome fittings.



CLEAR OR COLORED non-slip handles increase the charm of these smart, brand new Monogram fittings.



GRACEFUL IN DESIGN, practical in use . . . these new fittings typify American-Standard product quality.



a box of **TIDE FREE** for everyone at

We've produced over 9 million Maytag washers—far more than any other make. So we're throwing a party. *You* are invited! Visit your Maytag dealer any time during May. Just for *looking* at any of the beautiful new Maytag appliances, he'll give you a gift box of TIDE FREE!



Maytag automatic washer saves hot water! Automatic Water Level Control saves on both wash and rinse—up to 9 gallons of hot water on every small load. Gyrafoam action, Double-Spin Tubs wash clothes cleanest! Choose white, green or yellow.



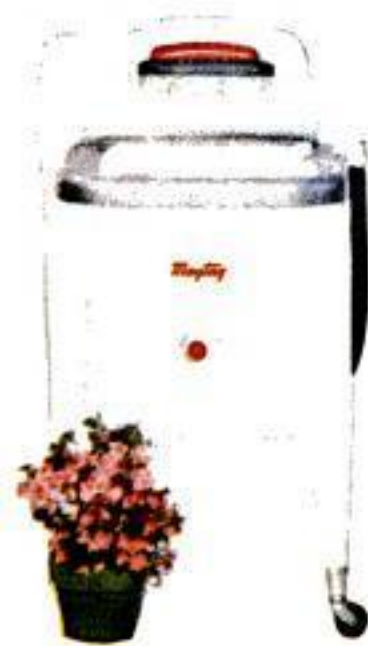
6 Maytag dryers! Choose gas or electric, to match any Maytag automatic washer. Electric models operate on 110 or 220 volts. Gas models use LP or city gas. Vent or no-vent installation. Porcelainized drum. Choose white, pastel green or yellow models.



See Maytag's top-rated television shows! Watch NBC for Martha Raye, May 10, and NBC Color Spectacular, May 22.

the **MAYTAG SPRING PARTY!**

(Nothing to buy! Free gift of Tide just for looking!)



Favorite wringer washer! Famous Maytag washing action is so easy on clothes! Gentle Maytag wringer removes more water than any other wringer type. Big, roomy tub makes it easy for you to do bigger washings faster! See the Maytag ironer, too.



Most advanced gas range on the market! Maytag is world's easiest to clean. Heat-sealed, super-insulated oven. Oven light. Automatic eye-level controls. Table-serve broiler. Crisper drawer, condiment rack. Available in popular sizes.



Maytag Freezer freezes faster—every shelf is a quick-freeze surface! Convenient stor-wells in the door keep small packages handy. Juice bar. New ice cream conditioner, too. All sizes in chest or upright models. *The Maytag Company, Newton, Iowa.*

New Party-Brew!



So smooth—so different!

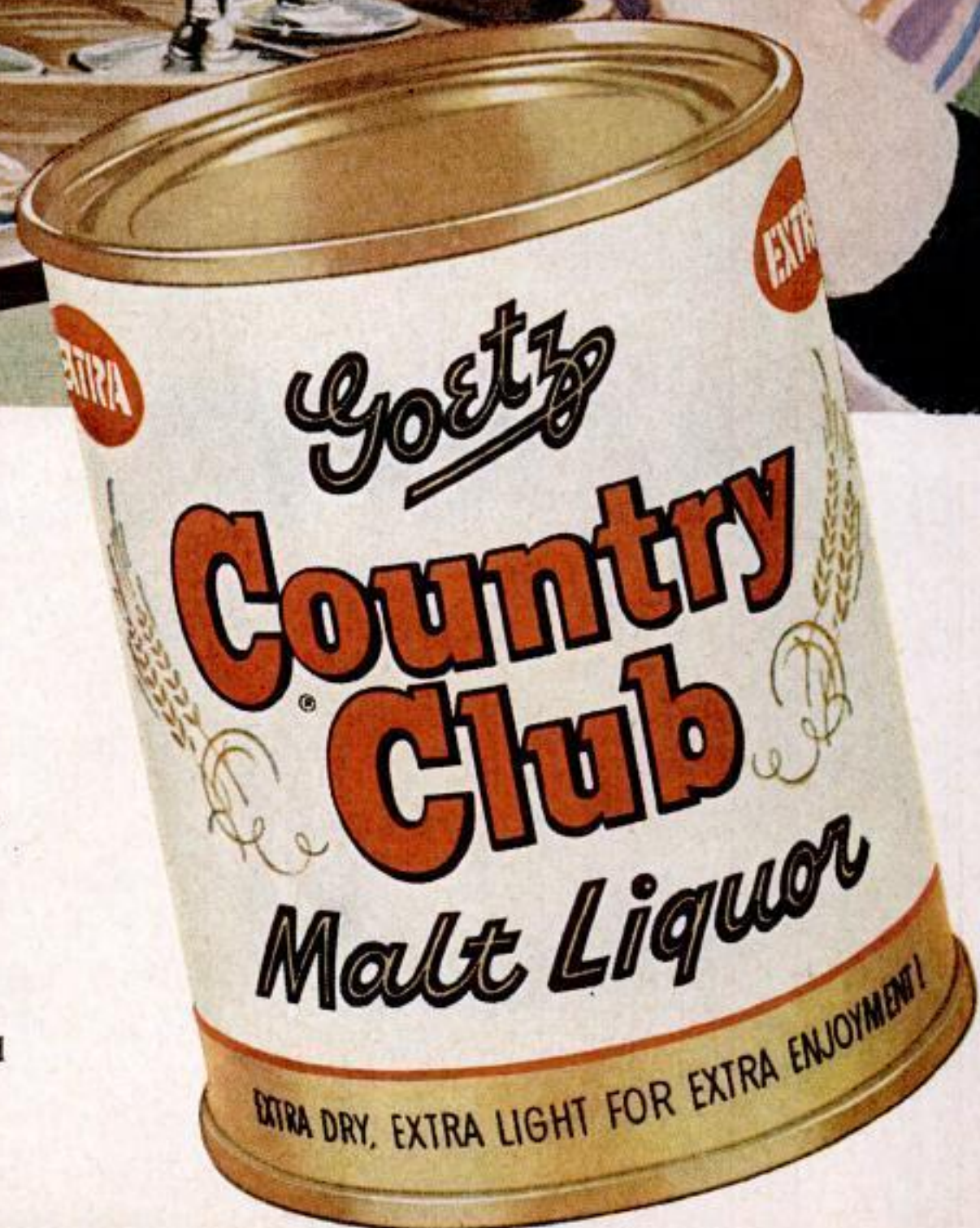
Looks inviting...tastes exciting!

Mmm—wait until you taste it! Smooth, sparkling Country Club Malt Liquor . . . far more refreshing than *any* brew you have ever tasted.

It's so *different*! Ideal for those "special" occasions. Wonderful when you want to add a new note of hospitality to *any* get-together!

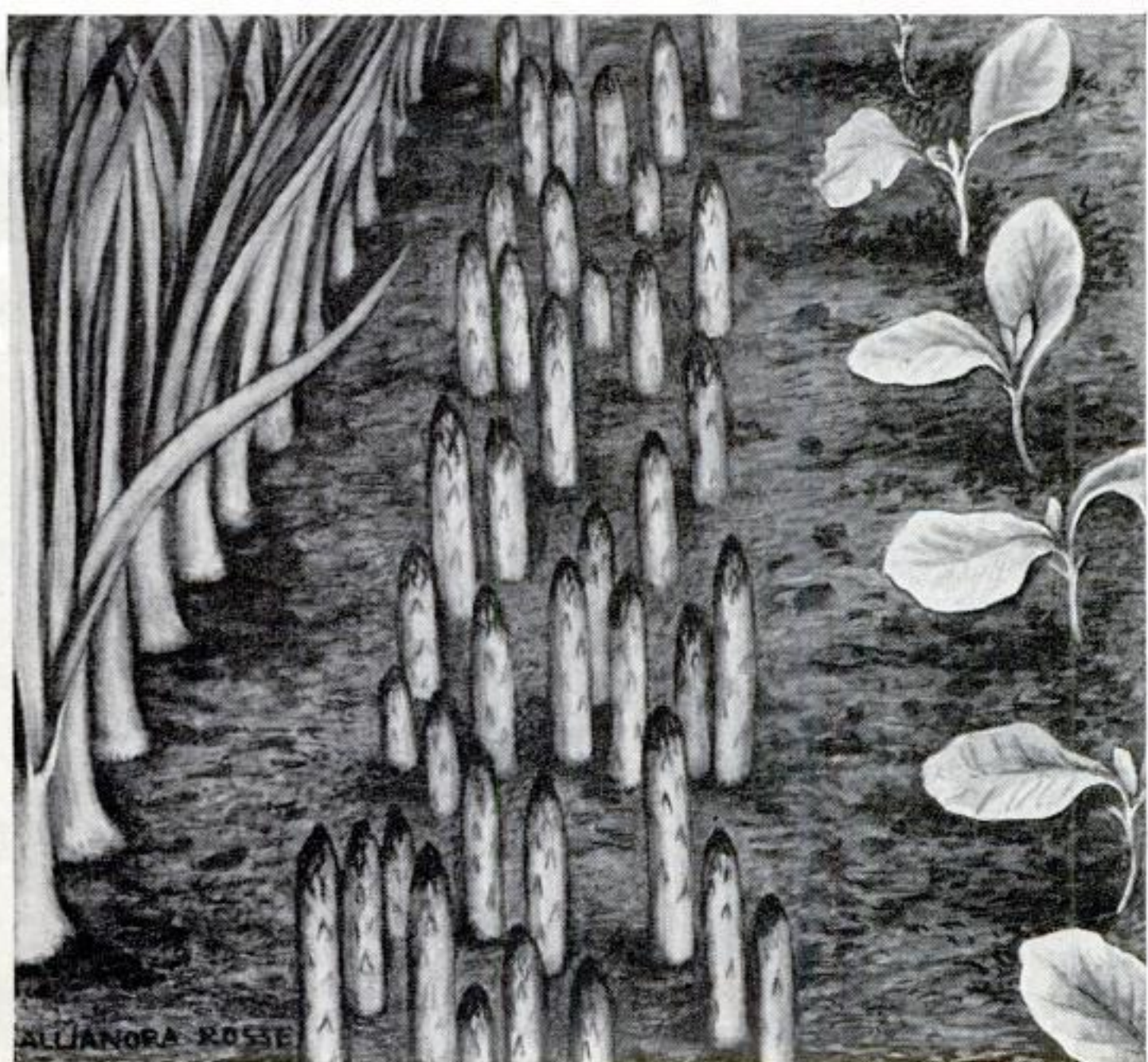
Serve Country Club Malt Liquor, clear and cold, from its distinctive container . . . and just watch this bright-spirited brew bring extra zest and enjoyment to *your* next party!

M. K. Goetz Brewing Company, Kansas City—St. Joseph, Missouri
SINCE 1859 . . . BREWERS OF MELLOW COUNTRY CLUB BEER



IN FLOWER BED asparagus grows into tall, fernlike plant, creating a green and feathery background for July's snapdragons, asters and iris.

Asparagus Finds New Beds



IN SHALLOW PLANTING METHOD VEGETABLE CAN JOIN FLOWERS

People have always liked to eat fresh asparagus, but gardeners have not always liked to grow it because too much work was involved. Standard instructions for making an asparagus bed always began: "Dig a trench 12 inches deep . . ." at which point the gardener decided to grow something easier. Now the work of some garden experiments brings good news for gourmets with gardens: asparagus gets along perfectly well if planted in sensibly shallow rows only an inch deep.

Starting right now by planting seed, a light picking of asparagus can be had in two years. Starting with year-old plants, a small crop can be harvested next spring. If fertilized and mulched, shallow asparagus should last 20 years, as long as the deep-planted kind. Another advantage of shallow planting is that asparagus can be put in a row beside other vegetables, or be planted in a flower bed at the back of the border. There, after the crop is eaten, the feathery ferns can grow up as decoration.

IN VEGETABLE GARDEN asparagus can be put in a row between onions and cabbages or other vegetables. Plant seeds or crowns one inch deep.

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Always At Your Finger Tips



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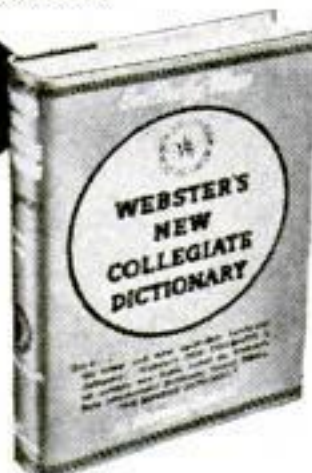
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ASPARAGUS CONTINUED

OLD DEEP-TRENCH WAY



CONVENTIONAL BED for asparagus should be 12 inches deep. At bottom soil should be pulverized and mixed with limestone. Plant crowns 12 inches apart, covering with two inches of soil. Trench is filled in as plants grow.



CUTTING SEASON for asparagus starts in spring, lasts for about eight weeks. Each stalk should be cut off individually, one inch below ground, and the cut covered with soil. A sensible planting is 25 crowns for each person.

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A Better Paint Job!



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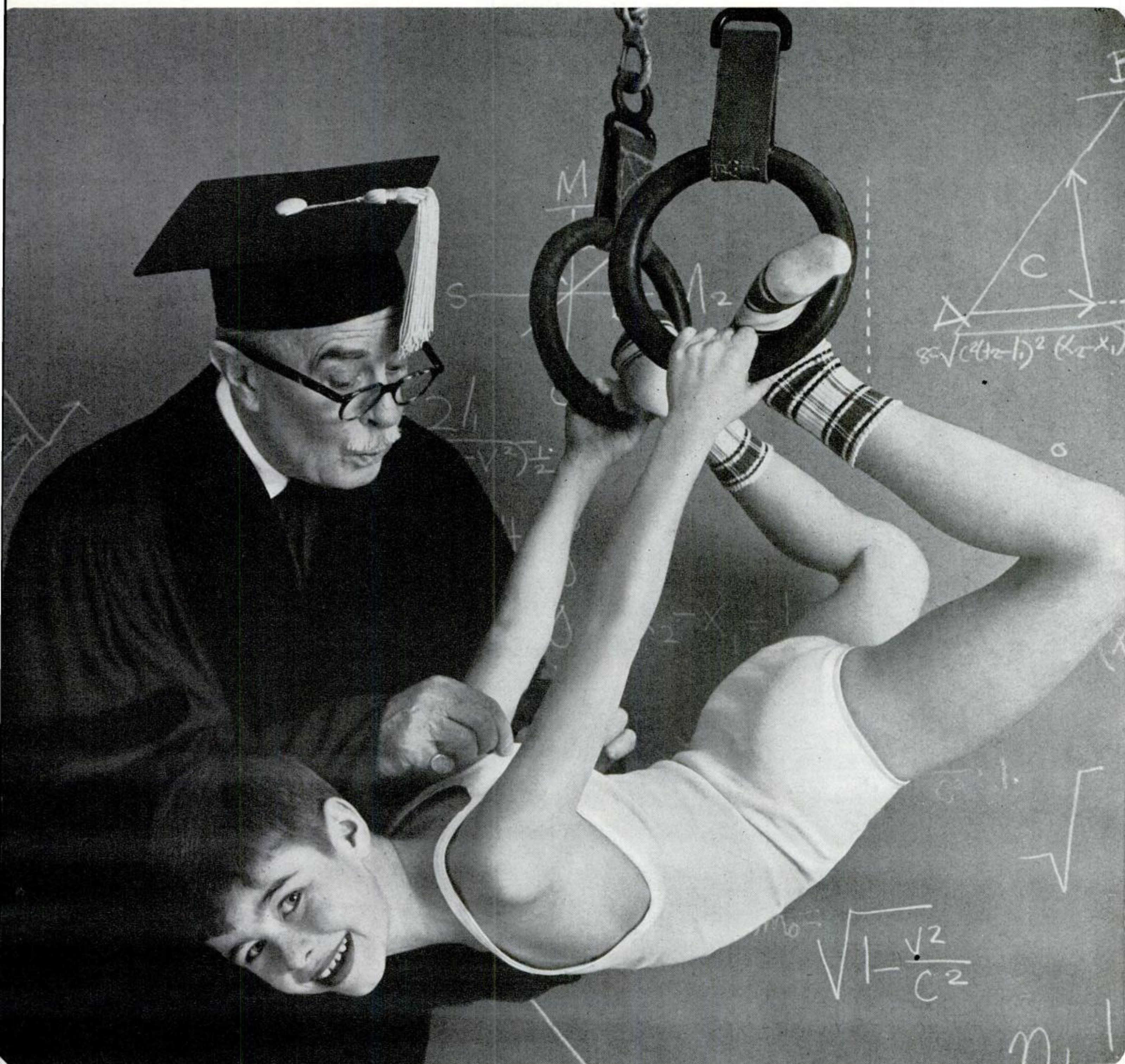
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According to the Professor the height of comfort

The Professor is our just-for-fun representative of a very serious new science that studies skin comfort in terms of climate and clothing.

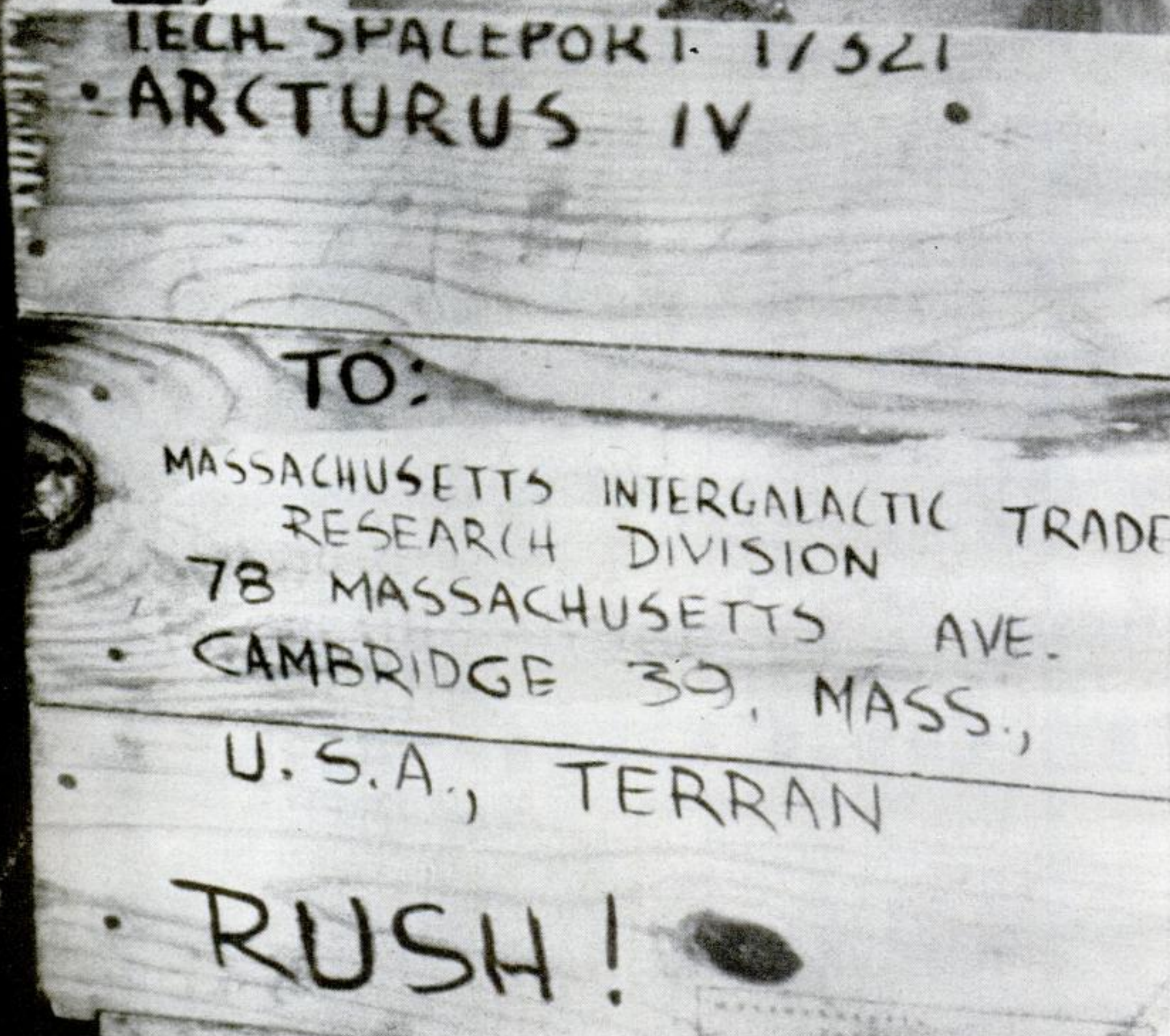
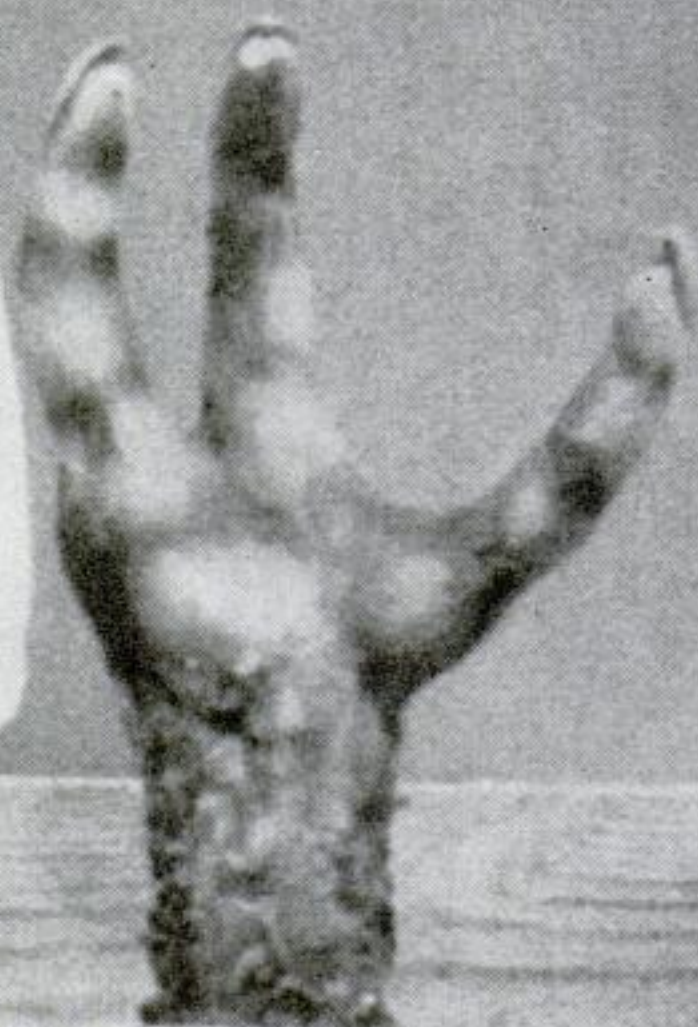
Socks, underwear, and polo shirts made of Durene, the quality cotton yarn, keep the skin nearer to its ideal, all-season comfort condition than any ordinary cotton or man-made fiber — according to the findings of this new science!

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→ **Durene***

The cotton yarn that makes a science of comfort

*Question
Observe
Associate
Predict*



IMAGINATIVE PROFESSOR John Arnold sits in his M.I.T. office with packing case containing fake

hand from one of the space creatures he invented to make his students produce more original designs.



LIFE ON ARCTURUS IV, AS VISUALIZED BY CLASS.

THE COURSE

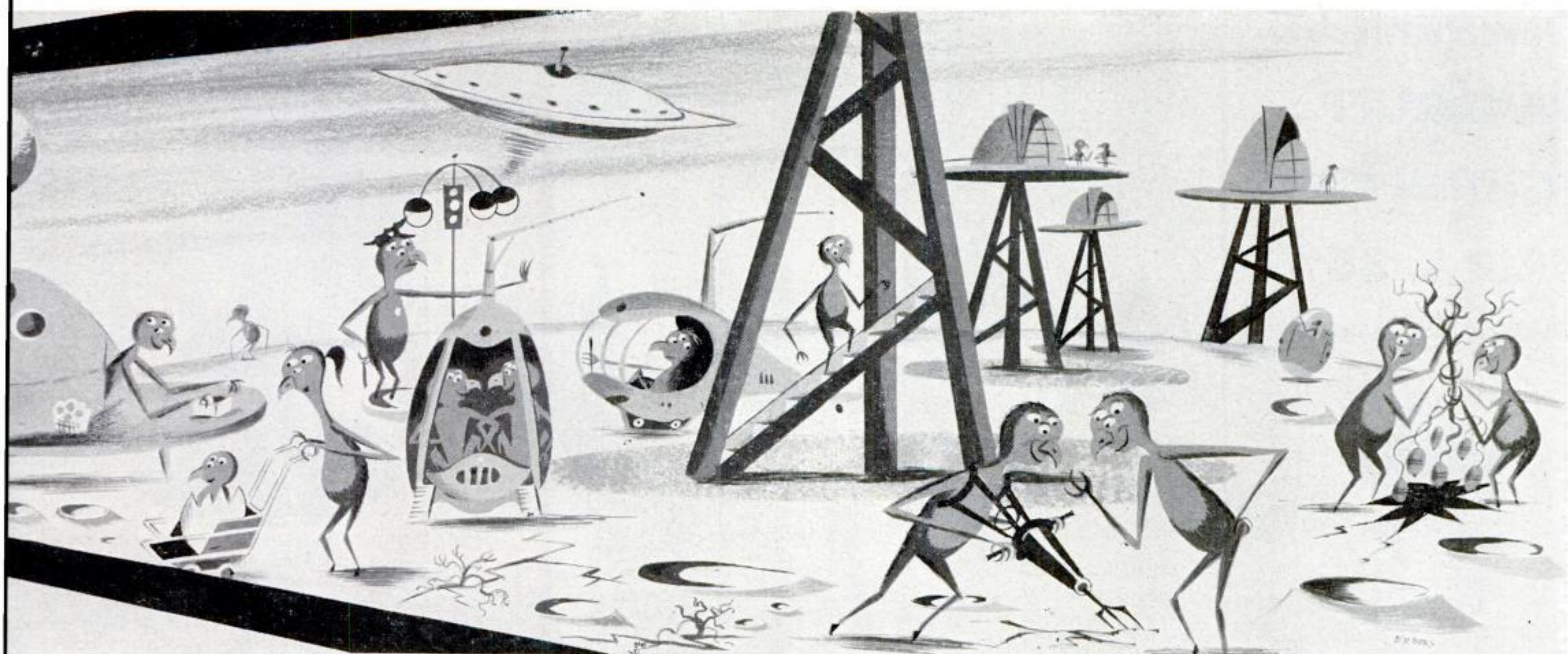
On peculiar planet born of

ALL of us possess the power to think creatively—to produce unusual solutions to ordinary and extraordinary problems. But in daily practice the great bulk of the knowledge and training that would help us to solve these problems is overlooked or shunted aside. Although most people can handle routine mental tasks well enough to get along, no more than two out of each million, according to one estimate, actually lead truly creative lives.

Only recently have psychologists begun systematically to explore this mysterious and vital power of the brain. They have finally discovered some of the internal forces that stifle it and some of the conditions that liberate it. They have learned a little about the subtle impulses that we keep stored in our cerebral cell-circuits, and a good deal more about the "mental blocks" that prevent most of us from using more than a fraction of these impulses at a time.

Among the few people now using this important new knowledge in an attempt to foster more complete utilization of the brain's huge store of information is a youngish, energetic associate professor at Massachusetts Institute of Technology named John E. Arnold. Thus far Arnold's efforts have been limited to a couple of hundred engineering students, industrial designers and research scientists. But the principles he uses apply equally well to thinking in art, government, family life or any area in which human beings face problems and seek to solve them.

Arnold has created some highly imaginative classroom procedures that he believes will give his students genuine experience in the techniques of creative thinking. Among the 70 undergraduates who have taken his course in the past five years, more than a score now hold excellent and important jobs in such firms as General Motors,



PRESENTS PROBLEMS FOR CLUMSY BIRDLIKE INHABITANTS. CREATIVE STUDENTS HELP SOLVE THEM WITH INVENTIONS LIKE CARS AND FARMING TOOLS SHOWN

WHERE STUDENTS LOSE EARTHLY SHACKLES

psychology and science fiction M.I.T. men are learning new ways to creativity

by MORTON M. HUNT

International Business Machines, Corning Glass and General Electric, and have rolled up a remarkable list of original designs for everything from a giant earth-moving tractor to a valuable new surgical instrument.

Arnold's teaching habits have been such as to shock traditional academicians and agitate conservative leaders of the engineering profession. Next fall, for instance, he will step before a classroom full of undergraduates in M.I.T. Subject 2.734 (Creative Engineering) and announce:

"Uranium has just been discovered in ideal concentrations on the Antarctic continent, inland of the Luitpold coast on the Weddell Sea" (which is totally untrue). "Unfortunately, there is a solid sheet of ice many hundreds of feet thick covering all the land" (which is perfectly true). "You're a group of engineers in charge of working out the methods of getting down to, and mining, the ore." This last, of course, is also pure make-believe, but it is far more likely, Arnold maintains, to stimulate original and creative thought patterns than a problem in designing gears for a lawn mower or making a larger toothpaste tube.

Even more startling and more stimulating to students is the problem for which Arnold has become most famous: the case study "Arcturus IV." Arcturus IV is supposed to be the fourth planet of a sun known to us as the star Arcturus in the constellation Boötes (The Herdsman). Since Arcturus is 32 light-years (about 192 trillion miles) away, it is quite impossible to know if it has planets or not: Arcturus IV is Arnold's own creation. Godlike, he shaped it to his own taste, endowing it with a gravity whose pull is 11 times as great as that on Earth, an atmosphere consisting entirely of methane (marsh gas), great seas of liquid ammonia and temperatures ranging from -122°F. to -230°F.

Into this environment Arnold has fitted an upside-down-growing plant life, various other odd physical features and an intelligent race of two-legged creatures descended from birdlike ancestors.

This outlandish stage-set has been created for only one purpose: to give Arnold unlimited room to pose problems in the design of household machinery, autos, clocks, telephones, harvesting equipment and cigaret lighters, secure in the knowledge that his students will be forcibly unshackled from bonds of habit and tradition.

Specifically, Arnold wants to give his students practice in liberating their minds from mental blocks—those faulty switching arrangements among our gray cells that not only cause us to bypass perfectly useful ideas but often to come up with completely irrelevant ones.

Case of the unused ice water

SEVERAL of the more common types of blocks have been identified and defined by psychologists' experiments. For example, some college students were once given the task of getting a ping-pong ball out of the bottom of a deep and rusty pipe that had been bolted upright to the floor. In the room with the pipe the students found hammers, pliers, rulers, soda straws, strings, bent pins and an old bucket of dirty wash water. After fishing vainly with the various tools, most of the students finally saw a solution: they poured the dirty water into the cylinder and floated the ball to the top. Then the experiment was repeated on other students with one important change: instead of the bucket, there was a crystal pitcher of fresh ice water surrounded by shining goblets on a table with a gleaming white cloth. Not one student solved the problem, because not one could

connect the beautiful pitcher and its clean water with the rusty pipe. This was a mental block in its simon-pure laboratory form.

A psychologist in Germany named Karl Duncker used another problem to demonstrate a different type of block. "Make four equal-sided triangles using six matches," he would tell his subjects as he laid the matches on the table before them. Most of the subjects only shuffled and reshuffled the matches on the surface of the table, gradually becoming convinced that the problem was insoluble. Finally, though, a few of them realized that Duncker had never said the matches must lie in the same plane. These few immediately put the matches together in a tetrahedron, the three-dimensional figure that looks like a pyramid with three sides. The others remained frustrated. Having first visualized matches in a plane, they were unable to get beyond that preconception.

C. F. Kettering once defined an inventor as "a fellow who doesn't take his education too seriously." Experimental psychology bears him out: training itself can cause mental blocking. Professor A. S. Luchins of McGill University used a problem analogous to certain parlor games. "Here are three jars," he would say. "They hold 21, 127 and 3 cubic centimeters respectively. Here is a pitcher full of water. Can you measure out 100 cc. of water?"

After some fumbling, the people he tested would fill the 127-cc. jar, pour off enough to fill the 21-cc. jar, then pour off enough more to fill the 3-cc. jar, dump the latter and fill it again. This left 100 cc. in the biggest jar ($127 - 21 - 3 - 3 = 100$). Luchins then gave a series of similar problems, all involving the same general routine of addition and subtraction with three jars. The subjects solved them all speedily and cheerfully. Then Luchins slipped in this one: "Measure out

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HAIR $\frac{1}{2}$ 35%
with the very first shampooing!**



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35%...remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo *guaranteed* to remove ugly dandruff with just one lathering or money back.

**Only FITCH guarantees
cleaner, brighter hair...
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just *one* lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

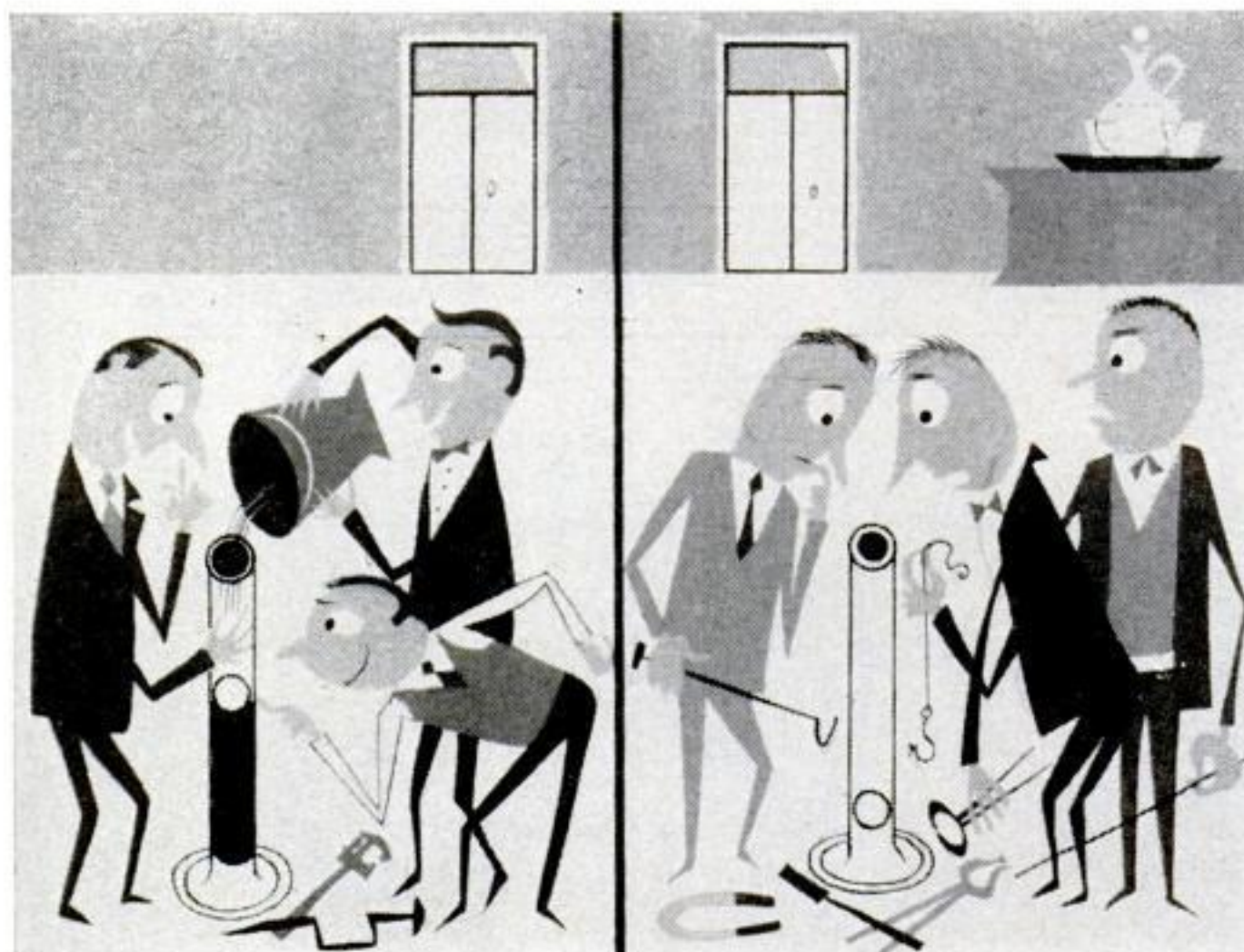
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Also ask for a Fitch shampoo at any Barber or Beauty Shop.

**IMPROVE HAIR LOOKS
or money back!**



MENTAL BLOCK in classic form was demonstrated in experiment with two groups of college students. First group (*left*) saw how to get ping-pong ball out of the narrow tube by pouring in water from bucket left on floor, floating ball to top. When pitcher of ice water on table was substituted for the bucket, second group did not connect it with problem on floor, failed to get solution.

ARCTURUS CONTINUED

20 cc. from three jars of 23, 49 and 3 cc." The great majority filled the 49-cc. jar, poured off 23 cc., then poured off 3 twice to get 20, thus sticking to their routine. But the problem could have been solved in half as many steps by starting with the 23-cc. jar and simply pouring off 3 cc. once.

Thus we are blocked from creative thought by ways we *feel* about things (the ping-pong ball problem), ways we *see* things (the matchstick problem), and ways we *think we ought to go about* things (the three-jar problem).

John Arnold, an improbable combination of psychologist and mechanical engineer, made a thorough study of such findings in his search for a way to teach M.I.T. mechanical engineers to think flexibly and broadly. While wondering how on earth to strip a problem of all preconceptions, habits and attitudes, he suddenly thought, "Why 'on earth' at all—why not elsewhere?" He needed a planet all his own, and he thereupon created Arcturus IV out of the void.

Reading the file on Arcturus IV, one can reconstruct the story about as follows: In the year 2951, a certain Gare E. Toff, licensee #3470 in the Solar and Galactic Explorers Union, Local 257, Saturn Branch, explored the Arcturus region of our galaxy under contract to a government trade agency. Approaching the fourth planet of this sun, Toff saw a huge city on a vast level plain.

After sampling the atmosphere, he landed. We are not told how he bolstered himself against the methane "air," the crushing gravity, or the terrible cold, but obviously he must have had a fine anti-grav exploration suit. The inhabitants who flocked out to meet him moved like figures in a slow-motion film. Less than five feet tall, they were spindly things who walked on two hooved legs, often helping themselves along on their long thin arms. Covered with feathery fur, and having beaked faces with three eyes, including one with X-ray vision, the Methanians (as they called themselves) were nonflying descendants of a birdlike race. Toff reported that he found them intelligent and extremely friendly, but that their culture was not far advanced. Probably their most intriguing aspect was their need for manufactured products of many sorts, for which they were prepared to pay well in uranium and platinum.

In following months, the Terran Exporting Counsel Headquarters gathered much more data and made it available to Massachusetts Intergalactic Traders, a design and manufacturing company. The files of these two organizations give intriguing details of Methanian life: the Methanian pulse beats only five times a minute; the Methanians are monogamous, devoted, placid and tremendously patient; the young are born in eggs and maturity takes one of their long years (equal to 50 of our own); they count by sixes instead of tens because they have three-fingered "hands." Their chief work is agriculture and food-gathering is a terrible problem because the ground is so hard, the Methanians' bones so fragile, and because all the plants grow upside-down, their roots in the air, their leaves and fruit under the ground.

CONTINUED ON PAGE 190



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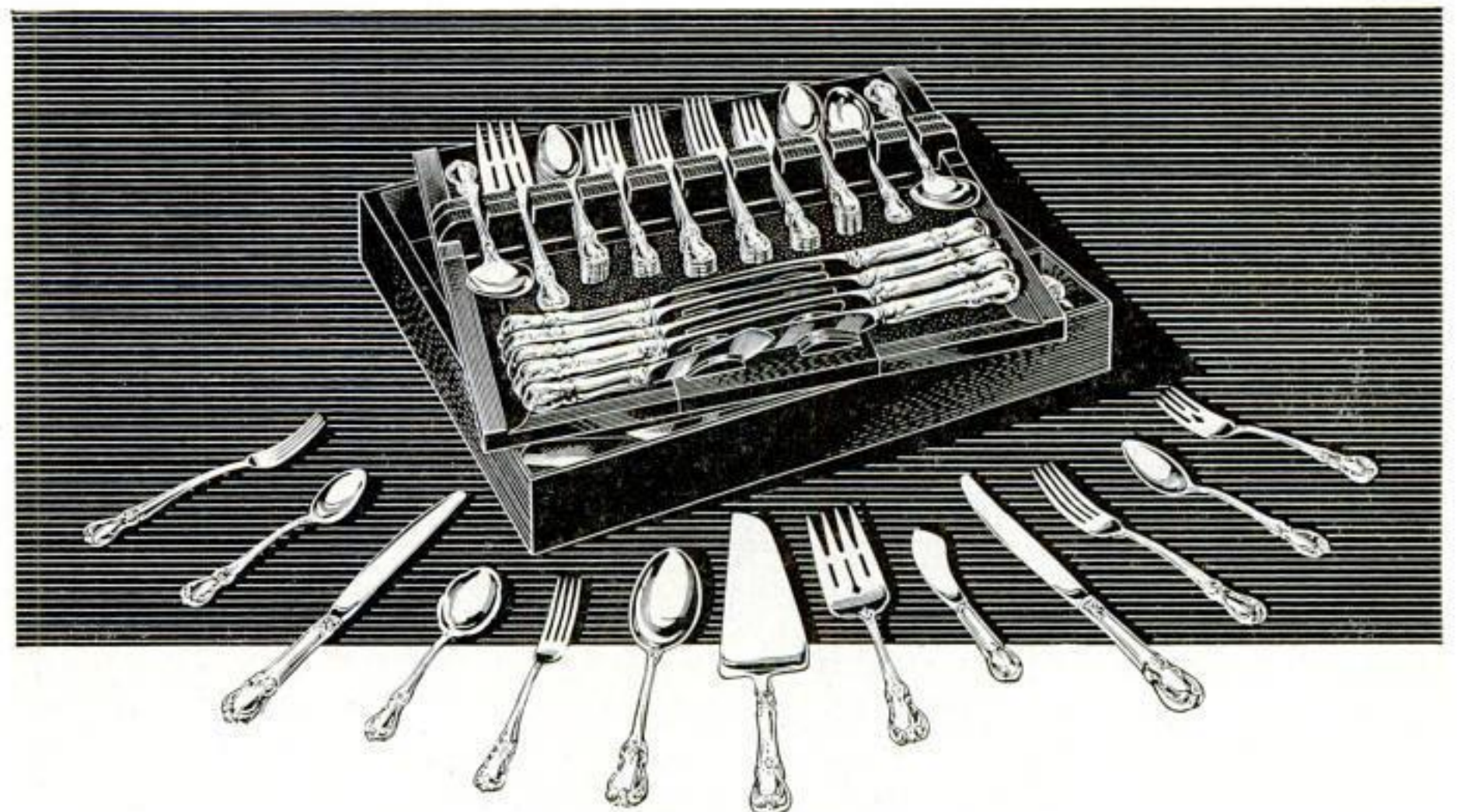
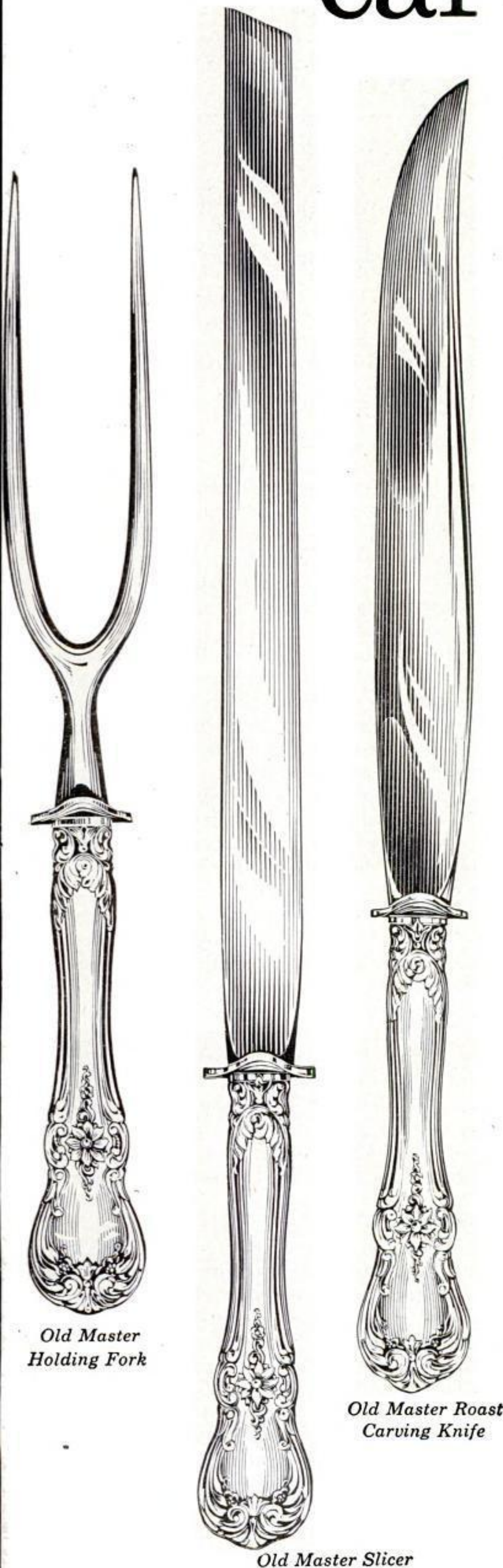


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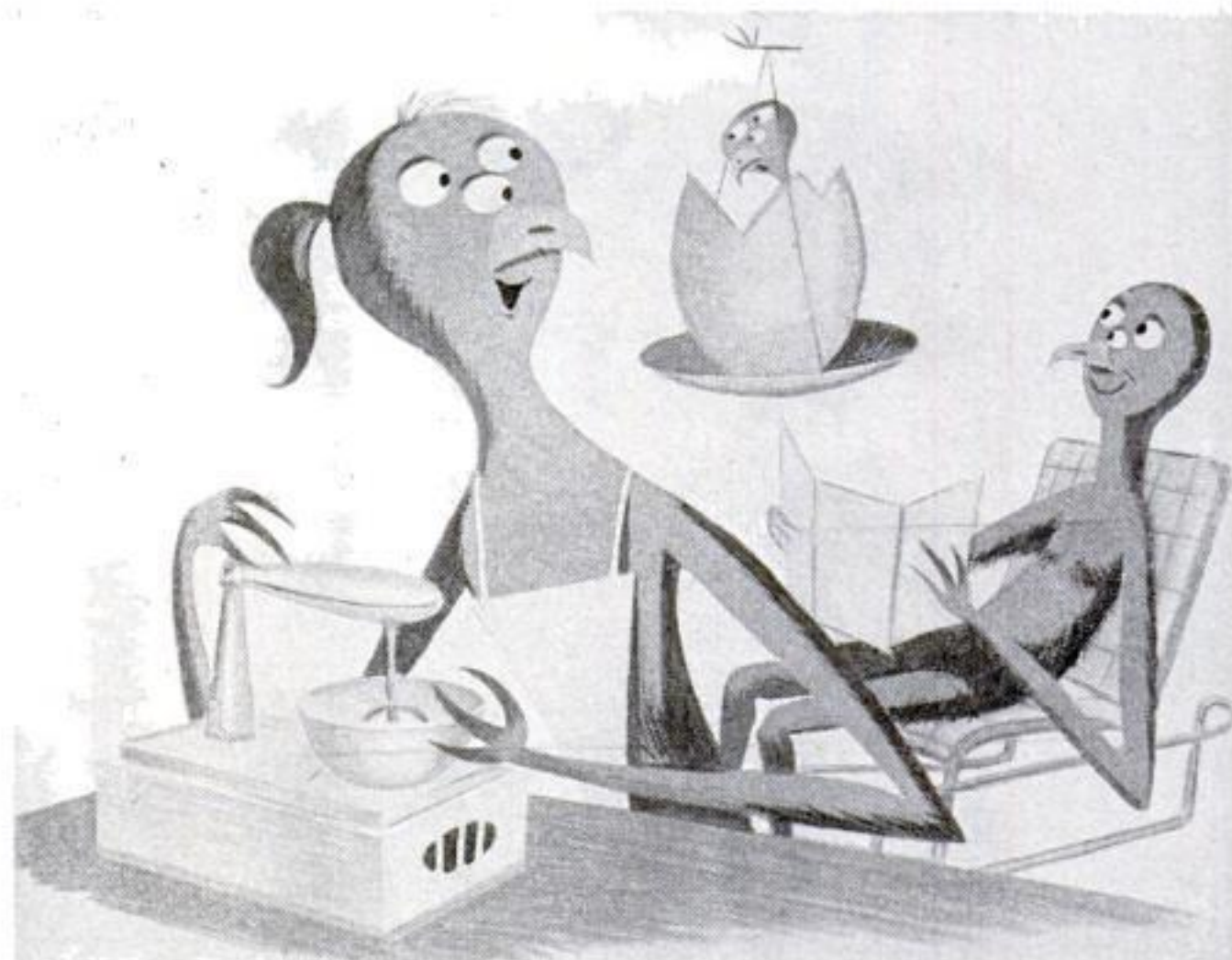
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The F. C. Russell Co.
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Allied Industries, Inc., Elkhart, Ind.
Austin Fuel Co., Atlantic City, N. J.
Detroit Steel Products Co.
Detroit, Mich.
Farrington Woodworking Co., Inc.
Terre Haute, Ind.
Gate City Sash & Door Co.
Fort Lauderdale, Fla.
John W. Hayward, Columbus, Ohio
Lincoln Products Corp.
Baldwin, N. Y.
Herbert J. Luckenbach
Somers Point, N. J.
The F. C. Russell Co., Cleveland, O.
Summerlin Brothers
Daytona Beach, Fla.

CASEMENT WINDOWS

Aladdin Pioneer In Color, Inc.
Girard, Ohio
Detroit Steel Products Co.
Detroit, Mich.
Francis Brothers, Tustin, Calif.
Truscon Steel Division,
Republic Steel, Youngstown, Ohio

COMBINATION WINDOWS

Aladdin Pioneer In Color, Inc.
Girard, Ohio
All Weather Enclosure Co.
Moline, Ill.
Allied Metals, Inc.
New London, Conn.
Alum-A-Color of Michigan
Detroit, Mich.
Aluminum Design Co., Detroit, Mich.
Aluminum Home Products Corp.
Louisville, Ky.
American Sash Co., Inc.
Macungie, Pa.
Aristocrat Sales Corp., Garfield, N. J.
Austin Fuel Co., Atlantic City, N. J.
Fred J. Ayer, Inc., Waltham, Mass.
W. R. Carter, Inc., Wellesley, Mass.
Chamberlin Co. of America
Detroit, Mich.
Charlotte Metal Weatherstrip Co.
Charlotte, N. C.
Consumers Insulation Co.
Garfield, N. J.
Crocker Corp., Cambridge, Mass.
E. A. Clamage Co., Chicago, Ill.
Detroit Steel Products Co.
Detroit, Mich.
DeVac, Inc., Minneapolis, Minn.
Dodge Window Corp.
Elmwood Park, Ill.
Eidelman Bros., Detroit, Mich.
Everseal Corp., Warwick, R. I.
Fisher Mfg. Co., Joliet, Ill.
Flexolite Mfg. Co., Schenectady, N. Y.
Frabie Manufacturing Co.
Washington, Pa.
Harvey Window Corp.
Watertown, Mass.
John W. Hayward Co.
Columbus, Ohio
Helio Products Inc., Chicago 26, Ill.
Hess Planing Mill Co.
Waynesboro, Pa.
Homestead Aluminum Window
Corp., Montclair, N. J.
Hope Windows, Inc.
Jamestown, N. Y.
Illini Window Co., Champaign, Ill.
Jemzura Mfg. Co., Sherburne, N. Y.
Kane Manufacturing Corp.
Kane, Pa.
Lincoln Products Corp.
Baldwin, N. Y.
Miller Industries, Elmira, N. Y.
Park-Lane Windows, Springfield, O.
Peterseim Equipment Co.
Berea, Ohio
The Plyco Corp., Elkhart Lake, Wis.
The F. C. Russell Co.
Cleveland, Ohio

Southern Window & Door Corp.
Richmond, Va.
St. Cloud Metal Window Co.
St. Cloud, Minn.
Self Storing Window Co., Inc.
Minneapolis, Minn.
The Simpson Co., Omaha, Neb.
Standard Home Service Co.
Minneapolis, Minn.
Sto-A-Way Windows, Inc.
Cleveland, Ohio
Storm Windows of Aluminum, Inc.
Akron, Ohio
Sylvan Home Improvements, Inc.
Chicago, Ill.
G. E. A. Thomas
Ventnor, N. J.
Trim-A-Seal of Maine, Inc.
Portland, Me.
V-Seal Corp., Royal Oak, Mich.
Watson's Millwork and Hardware
Carolina Beach, N. C.
Weather-Seal Inc., Barberton, Ohio

SCREENS

Aluma-Frame Screen Co.
San Diego, Calif.
Aluminum Products Co.
Akron, Ohio
American Screen Products Co.
Miami, Fla.
Aristocrat Sales Corp.
Garfield, N. J.
Austin Fuel Co., Atlantic City, N. J.
Fred J. Ayer, Inc., Waltham, Mass.
Bee and Builders Window Screens
Los Angeles, Calif.
Belford Window Screen Co.
Inglewood, Calif.
Calmetco, Inc., El Monte, Calif.
Climatrol Corp., Coral Gables, Fla.
The Columbia Mills, Inc.
Los Angeles, Calif.
Consumers Insulation Co.
Garfield, N. J.
Detroit Steel Products Co.
Detroit, Mich.
Farley & Loetscher Mfg. Co.
Dubuque, Iowa
Fentron Industries, Inc.
Seattle, Wash.
Garfield Screen Company
Jersey City, N. J.
G-M Screen and Manufacturing Co.
Inglewood, Calif.
Harper Screen Co., Hawthorne, Calif.
Helio Products Inc., Chicago 26, Ill.
Highland Screen Co., Seattle, Wash.
Jax Distributors and Ace Screen Co.
Jacksonville, Fla.
Jemzura Mfg. Co., Sherburne, N. Y.
Kane Manufacturing Corp.
Kane, Pa.
Kleer-Vu-Window, Inc.
Brooklyn, N. Y.
Modern Screen and Repair Service
Los Angeles, Calif.
Schenectady V.B. Manufacturing Co.
Schenectady, N. Y.
Southeastern Aluminum Products,
Inc., Jacksonville, Fla.
Stewart Screen Co., Pasadena, Calif.
Stile-Craft Manufacturers
St. Louis, Mo.
G. E. A. Thomas, Ventnor, N. J.
Watson Manufacturing Co., Inc.
Jamestown, N. Y.
West Coast Screen Co.
Los Angeles, Calif.
Wieber Screen & Mfg. Co.
Lafayette, Calif.
L. S. Wilson Mfg. Co., Chicago, Ill.
L. C. Wright Co., Lafayette, Calif.

TENSION SCREENS

The Loxscreen Company, Inc.
Columbia, S. C.
Plastite Screen Corp.
Los Angeles, Calif.

ROLL SCREENS

Joanna Western Mills Co.
Chicago 16, Ill.
Lockhart Manufacturing Corp.
Detroit 12, Mich.

COMBINATION DOORS AND SCREEN DOORS

Aladdin Pioneer In Color, Inc.
Girard, Ohio
Alisco Inc., Akron, Ohio
Aluminum Design Co., Detroit, Mich.
American Sash Co., Inc.
Macungie, Pa.
Aristocrat Sales Corp., Garfield, N. J.
Artesia Door Co., Inc., Artesia, Calif.
Belford Window Screen Co.
Inglewood, Calif.
Consumers Insulation Co.
Garfield, N. J.
Devac, Inc., Minneapolis, Minn.
Double Protection Industries
Miami, Fla.
Eidelman Bros., Detroit, Mich.
Everseal Corp., Warwick, R. I.

Farley & Loetscher Mfg. Co.
Dubuque, Iowa
Fisher Mfg. Co., Joliet, Ill.
Francis Brothers, Tustin, Calif.
Harvey Window Corp.
Watertown, Mass.
Illini Window Co., Champaign, Ill.
Jemzura Mfg. Co., Sherburne, N. Y.
Kane Mfg. Corp., Kane, Pa.
Lincoln Products Corp.
Baldwin, N. Y.
Miller Industries, Elmira, N. Y.
National Aluminum Door Co.
Tacoma, Wash.
Peterseim Equipment Co., Berea, O.
The F. C. Russell Co., Cleveland, O.
Southern Window & Door Corp.
Richmond, Va.
Standard Home Service Co.
Minneapolis, Minn.
Stewart Screen Co., Pasadena, Calif.
Summerlin Bros.
Daytona Beach, Fla.
Sylvan Home Improvements, Inc.
Chicago, Ill.
G. E. A. Thomas, Ventnor, N. J.
Watson's Millwork and Hardware
Carolina Beach, N. C.
West Coast Screen Co.
Los Angeles, Calif.

SLIDING SCREEN DOORS

Ador Corp., Fullerton, Calif.
Daryl Products Corp., Miami, Fla.
Steelbilt, Inc., Gardena, Calif.
Stewart Screen Co., Pasadena, Calif.

JALOUSIES

Aladdin Pioneer In Color, Inc.
Girard, Ohio
Anco Window Corp., Dallas, Texas
Aristocrat Sales Corp., Garfield, N. J.
Austin Fuel Co., Atlantic City, N. J.
Clearview Louver Window Corp.
Dallas, Texas
Clearview Louver Window Corp.
Ft. Lauderdale, Fla.
Coastal Breeze Jalousie Co.
Point Pleasant, N. J.
Emerson Industries, Inc.
Hempstead, N. Y.
Francis Bros., Tustin, Calif.
John W. Hayward Co.
Columbus, Ohio
Kent Window Corp., Hollywood, Fla.
Lincoln Products Corp.
Baldwin, N. Y.
Herbert J. Luckenbach
Somers Point, N. J.
Master-Bilt Aluminum Products Co.
Birmingham, Ala.
Pennsylvania Aluminum Window
Co., Inc., Pittsburgh 1, Penna.
Protect-U-Jalousie Corp.
Coral Gables, Fla.
The F. C. Russell Co., Cleveland, O.

SCREEN PATIOS AND PORCH ENCLOSURES

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Aluma-Screen Panels, Inc.
Miami, Fla.
Alum-Screen Patio & Mfg., Inc.
Miami, Fla.
American Window Co.
Chicago, Ill.
Fred J. Ayer, Inc., Waltham, Mass.
Barbecue & Patio Engineering Co.
Miami, Fla.
Climatrol Corp., Coral Gables, Fla.
DeVac, Inc., Minneapolis, Minn.
Double Protection Industries
Miami, Fla.
Francis Brothers, Tustin, Calif.
Jay-Mark Industries
Miami, Florida
Miami Metal Weatherstrip Co.
Miami, Fla.
Standard Home Service Co.
Minneapolis, Minn.
Stewart Screen Co., Pasadena, Calif.
Watt and Watt Screen-N-Closures
St. Petersburg, Fla.

BOAT & TRAILER WINDOWS

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Hehr Manufacturing Co.
Los Angeles, Calif.
Marvel Industries, Inc.
Sturgis, Mich.
The Pontiac Coach Co.
Drayton Plains, Mich.
Woodlin Metal Products Co.
Marshall, Mich.

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Calmetco, Inc., El Monte, Calif.
Dodge Window Corp.
Elmwood Park, Ill.
Homecraft Corp., Birmingham, Ala.
Metal Engineering Co., Chicago, Ill.

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GRACIOUS METHANIAN LIVING has been enhanced by products that Arnold has encouraged his students to invent, such as food-mixer with a motor in the base instead of the top and armchair that is suited to fragile Methanian bones. Egglike cradle is a traditional piece of Methanian handicraft.

ARCTURUS CONTINUED

Of most interest to Massachusetts Intergalactic Traders, however, is the fact that Arcturus IV is a salesman's paradise. And this is where the students come in—they must design consumer goods for the Methanians. So that science-fiction will not make hash of education, Arnold cautions students to stick to 20th Century materials and techniques: no slick talk of some 30th Century substance called "hyperglarb."

After Arnold turns the students loose on the problem, groups of them go into huddles in the Creative Engineering Laboratory, they start digging up material in the library or go calling on various experts at M.I.T. to get special information. In three or four weeks each student conceives, designs and reports on some one product that he thinks the Methanians could use.

Until the arrival of Earthmen, for instance, Methanians had kept track of the *gahlos*, *bahlos* and *nahlos* in their long day (159 earth hours) by means of public whistle signals, every *bahlo* on the *bahlo*. Student Bob Hollenbach decided to introduce timekeeping into the Methanian home.

Hollenbach believed that Methanians, never having seen a clock before, would find it simpler if they could read off *gahlos*, *bahlos* and *nahlos* on three separate dials rather than all on one dial. He designed a gear train that would turn the three individual hands at precisely the right speeds for Methanian time units and a motor adapted to the three-cycle-per-second AC available on Arcturus IV. All in all, he spent 40 or 50 hours on the clock and during this time used mental circuits he never knew he had.

Other students have designed such items as a stereo-viewer adapted to the three-eyed Methanian face, a food-digger for the upside-down crops, a food-mixer for the slow and weak Methanian female and lounge chairs suited to the improbable Methanian bone structure.

Next Arnold challenged his students to design a means of transportation for the Methanians. There were two problems: Methanian roads were crude and Methanian reaction times about a fifth as fast as our own. Two factions promptly developed among the students: Some argued for safe, slow cars that wouldn't put the Methanians in undue jeopardy. Others believed that the Arcturian motorist should zoom into the 30th Century as fast as possible, even if a few birdlike bones did get broken.

The most successful design, as judged by both outsiders and Arnold, was turned in by student Austin Baer. Although conservative in conception, it was totally unorthodox in design. Musing on Methanian physique and psychology, Baer remembered that Methanians are born in eggs. Why not a moving egg for an auto? The long arms and legs of a Methanian would fit nicely into an upright egg, and the car's equilibrium could be maintained by putting heavy weights in the bottom of it, on the principle of one of those toys that can be pushed over yet always rights itself. Propulsion would be by means of a large rotating sphere containing a motor at the bottom of the egg. The single wheel would minimize friction while the egg shape would minimize the effect of collision.

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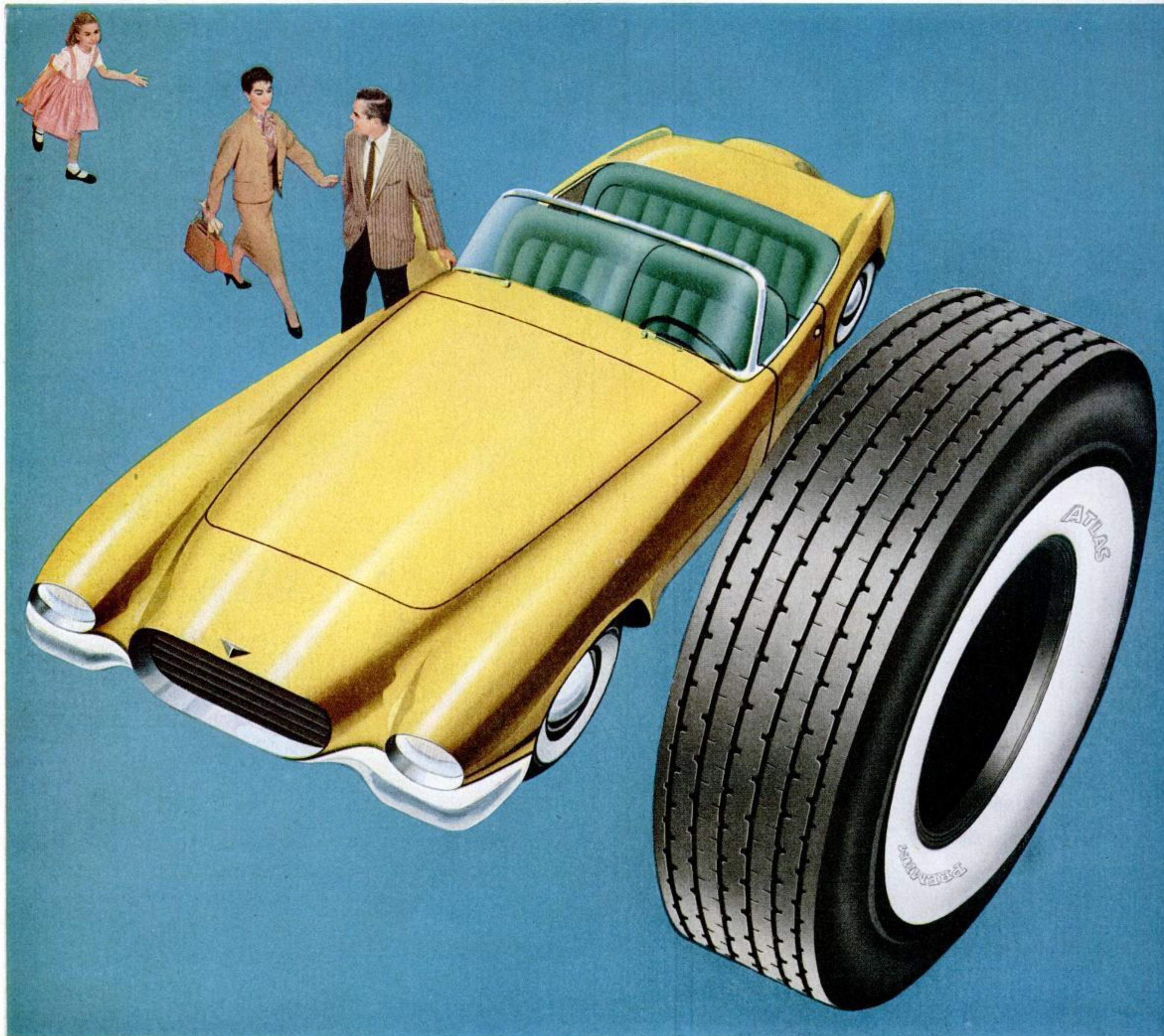
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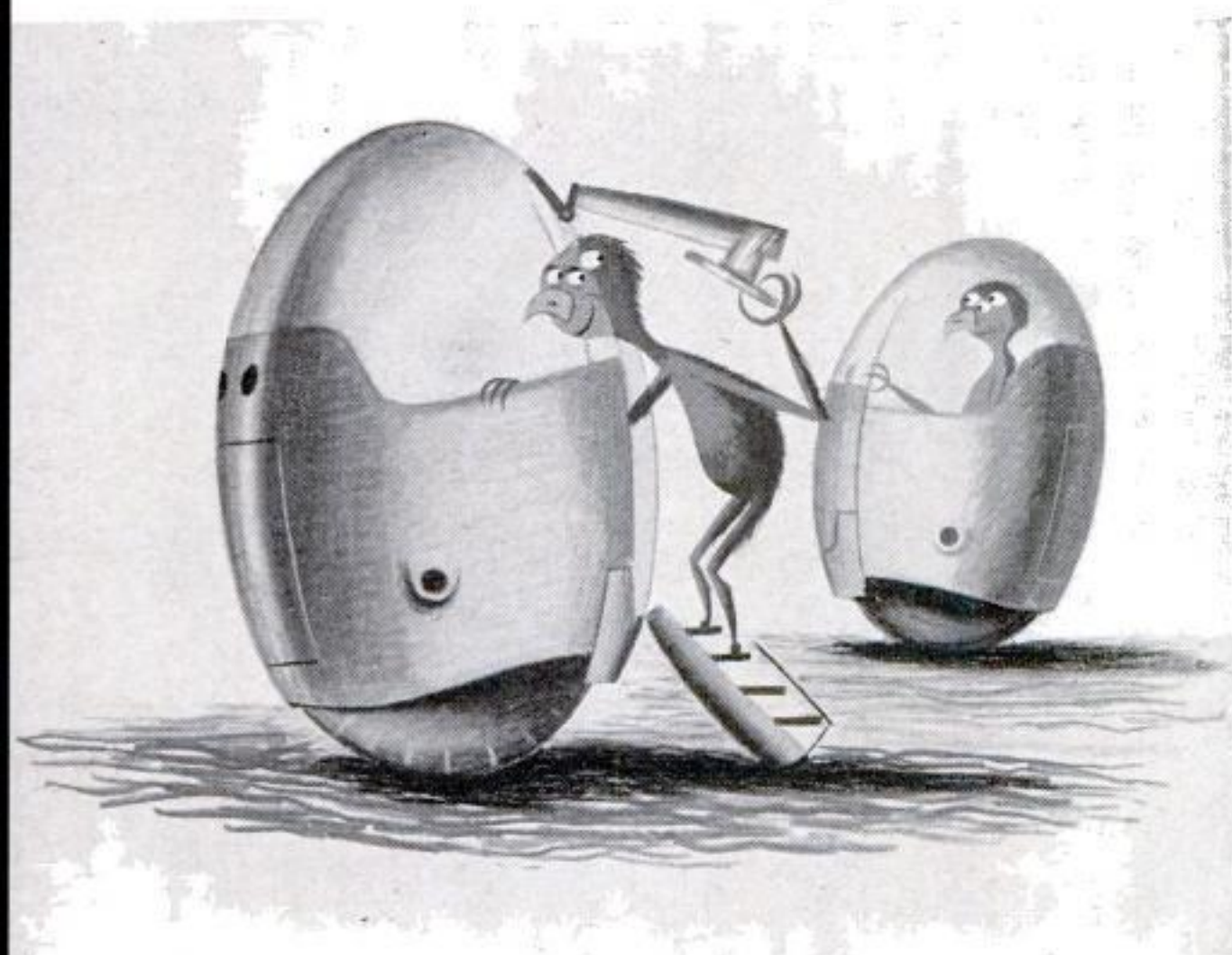
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"EGGOMOBILES" were devised for Arcturus IV by student who reasoned that the birdlike Methanians would feel most secure in an egglike conveyance. Single-wheeled car is theoretically balanced by counterweights in the bottom.

ARCTURUS CONTINUED

This past year Arnold decided to stimulate a Methanian do-it-yourself cult by asking his students to design hobby equipment. Student Stefan Habsburg-Lothringen went to work on an electric power drill. First of all, a hand-held tool that would weigh four to five pounds on Earth would weigh 44 to 55 pounds on Arcturus IV—far too great a weight for a Methanian to hold. Habsburg-Lothringen could have settled for a smaller, lighter electric motor. Instead he did some creative thinking and completely separated the motor from the drill. The motor goes on the floor inside a handsome three-wheeled casing; with the foot-operated brake released it can be towed about from place to place. A flexible cable connects the motor to a light drill, which is all the hobbyist needs. To keep the Methanian from damaging his own slow-moving claws, Habsburg-Lothringen put two electric switches on the handle, both of which must be pressed simultaneously to make the drill work, thus safeguarding the Methanian hobbyist's hands.

During laboratory sessions Arnold wanders about listening, encouraging and asking questions. He seldom criticizes or offers guidance at this point because he believes that premature evaluation throttles creative thought. "It's easier to tone down a wild idea than to tone up a dull one," he says. "You have millions of potential circuits waiting in your brains—try to plug in on as many as you can without having a conscience or judgment say 'no' before the idea is even formed or reformed." Edison, he tells them, used to say he would "try anything, even Limburger cheese," in building a new machine. In actual fact, he unashamedly tried 6,000 different plant and vegetable fibers—including Limburger cheese—before finding a good filament for his early lamps.

"For the individual to find himself in an atmosphere where he is not being evaluated . . . is enormously freeing," says University of Chicago psychologist Carl Rogers. Since there is no such thing as a "correct" answer to any design problem on Arcturus IV, Arnold's students get a chance to think freely toward goals of their own choosing. They learn to stir up their own minds until they reach that wonderful moment when, intuitively and mysteriously, a new notion pops into consciousness.

Such is the serious purpose behind the seemingly adolescent facade of the Arcturus IV project and other case studies Arnold uses. If any proof were needed that these improbable settings do actually serve their purpose superbly, it could be found during the two-week seminars that Arnold has given these past two summers to successful design engineers and research men from General Motors, Bell Telephone Laboratories, The Texas Company, RCA and a score of other notable American corporations. The seminars are part of a program of similar ones started some years ago by M.I.T. Almost without exception the engineers who work with Arnold have enthusiastically thrown themselves into the Arcturus problem and afterward said that it has sent them back to their jobs with revitalized powers of creativity.

These men have busily and happily planned fuel systems and engines for the Eggomobile, designed a compartmented conference room where earthlings and Methanians could each sit in their own

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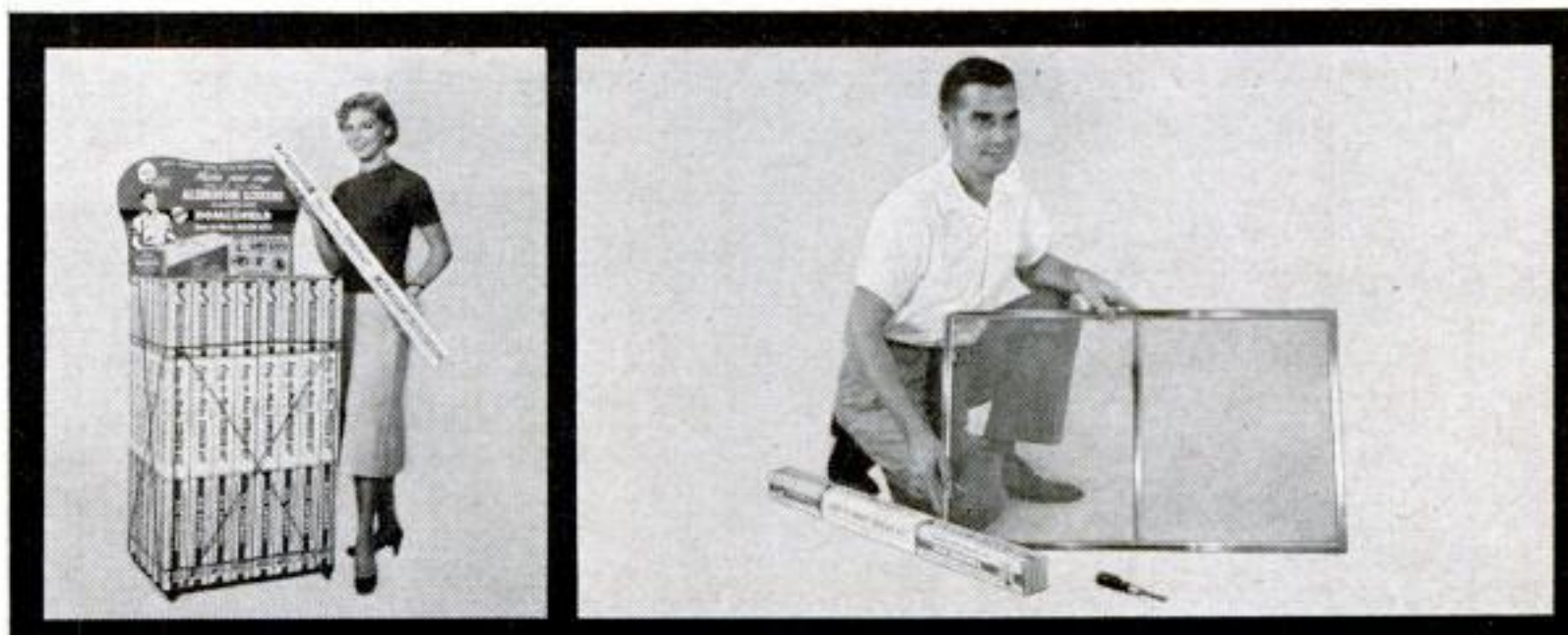
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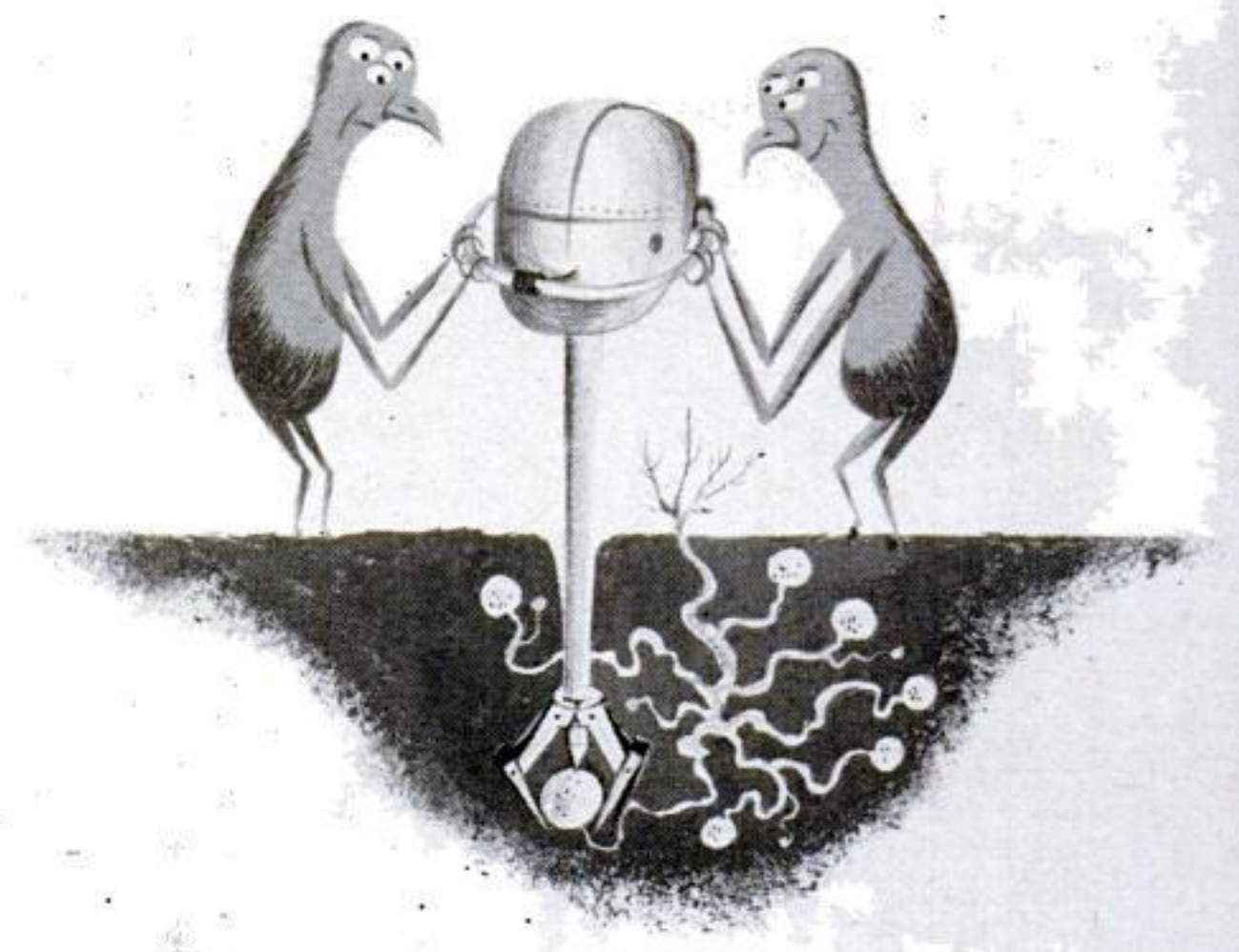
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TOUGH FARMING PROBLEM on Arcturus IV, where all produce grows underground, is solved by device that drills hole and then opens to seize fruit

ARCTURUS CONTINUED

atmospheres while talking to each other, and created novel kinds of auto instrument layouts adapted to Methanian capabilities (a driver with an X-ray eye doesn't need to have all his instruments in actual view). General Motors combustion experts debated whether liquid oxygen or liquid chlorine would be a better engine fuel in the frigid methane atmosphere, and a Bell Labs engineer designed a simple telephone system that would not require the Methanians to master complex electronics.

Further approval of Arnold's contribution has been given by General Motors, which has asked him this spring to conduct a series of seminars for its designers and engineers at the GM Technical Center in Detroit and whose AC Spark Plug division has set up a creative engineering program under his guidance.

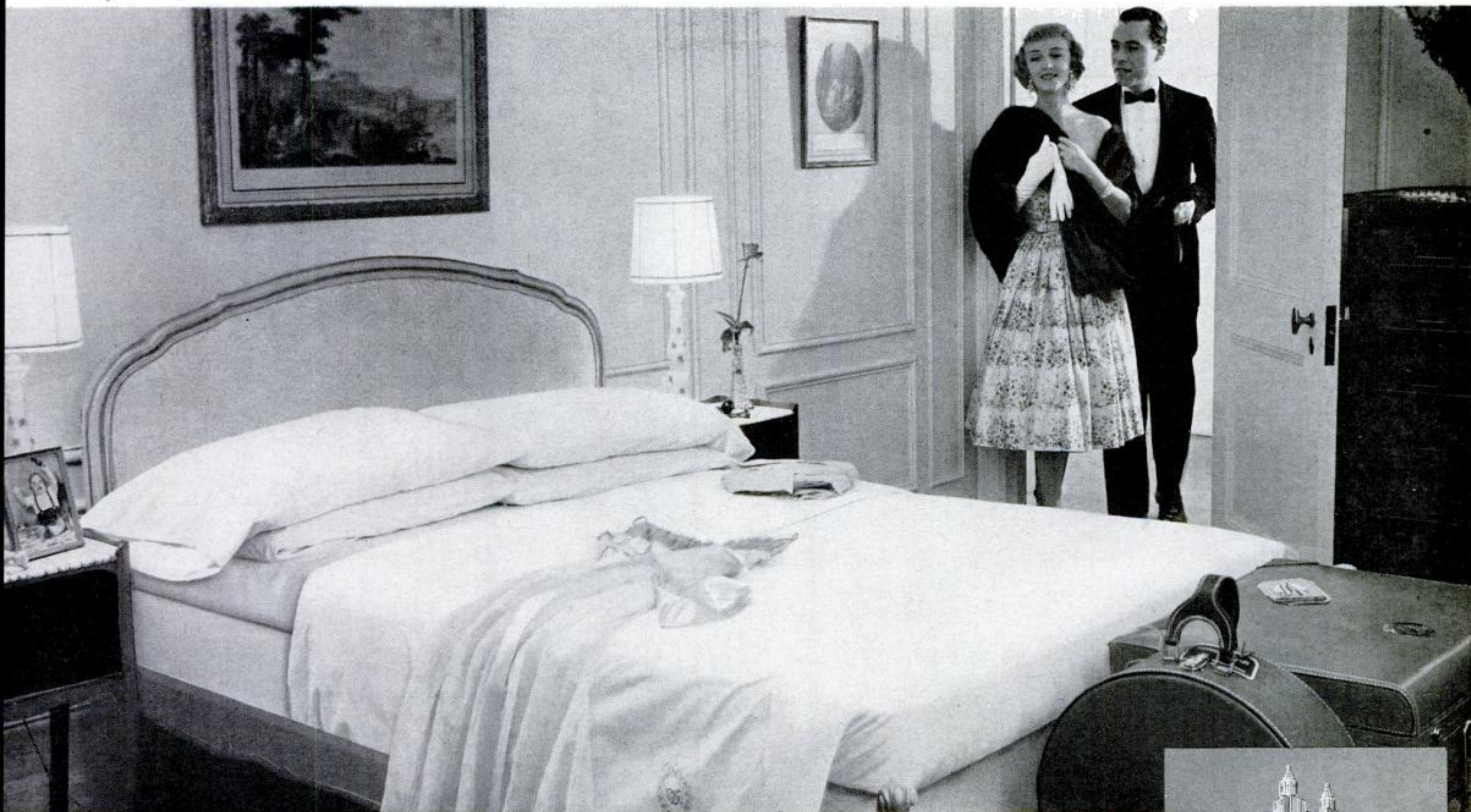
Despite such enthusiasm among those who have actually had contact with him, Arnold's seemingly farfetched methods have made him suspect in the eyes of some academic colleagues and some of the engineering profession. Like other naturally flamboyant members of his naturally sober calling, Arnold is regularly accused of theatricalism and publicity-seeking. Such criticism reached a height when his own account of Arcturus IV appeared in *Astounding Science Fiction* magazine a couple of years ago.

"I personally feel the Arcturus Project and similar case studies are an excellent teaching device," says Dean of Engineering C. Richard Soderberg, "but ours is a conservative profession and there are many who think of Arnold's course as a publicity stunt. But I feel he successfully gives the student a chance to express his entire personality in his designs. This makes him genuinely creative, not just a prettifier of details."

Inevitably, though, some students, unable to resist the more whimsical angles, have caused the Arcturus project to get a little out from under Arnold's thumb. When he assigned the problem of increasing food production on the planet, for instance, one group seized upon his mention of a rodent that ate the Methanians' underground fruit. In deciding to attack the rodent instead of developing harvesting machines, as some of their classmates were doing, these students were thinking creatively, and Arnold dared not stop them. They had to have a description of the rodent's habits before going after it, and immediately created the "tartibbar," a thing reminiscent of both rat and rabbit but which, like its name, goes backward. With its special tail it drills a hole in the ground and backs along through the soil. Only after having developed this reasonably unreasonable creature could the students go about getting rid of it. "I've lost control," says Arnold. "The planet has a life of its own by now."

Last year, when two students suggested a change from the high-gravity, methane-atmosphere problems of Arcturus to those of a low-gravity, no-atmosphere environment, Arnold readily agreed. He felt that things had probably gone far enough on Arcturus, and he didn't want to rein in his students' fantasies. They went ahead and created the problem that has since been used along with, and sometimes in place of, Arcturus IV. Much less advanced in time (for the problem, the year is 1984), and much less ambitious in point of space travel, this is the mining venture on Ceres, a tiny, airless asteroid that circles our own sun far beyond the orbit of

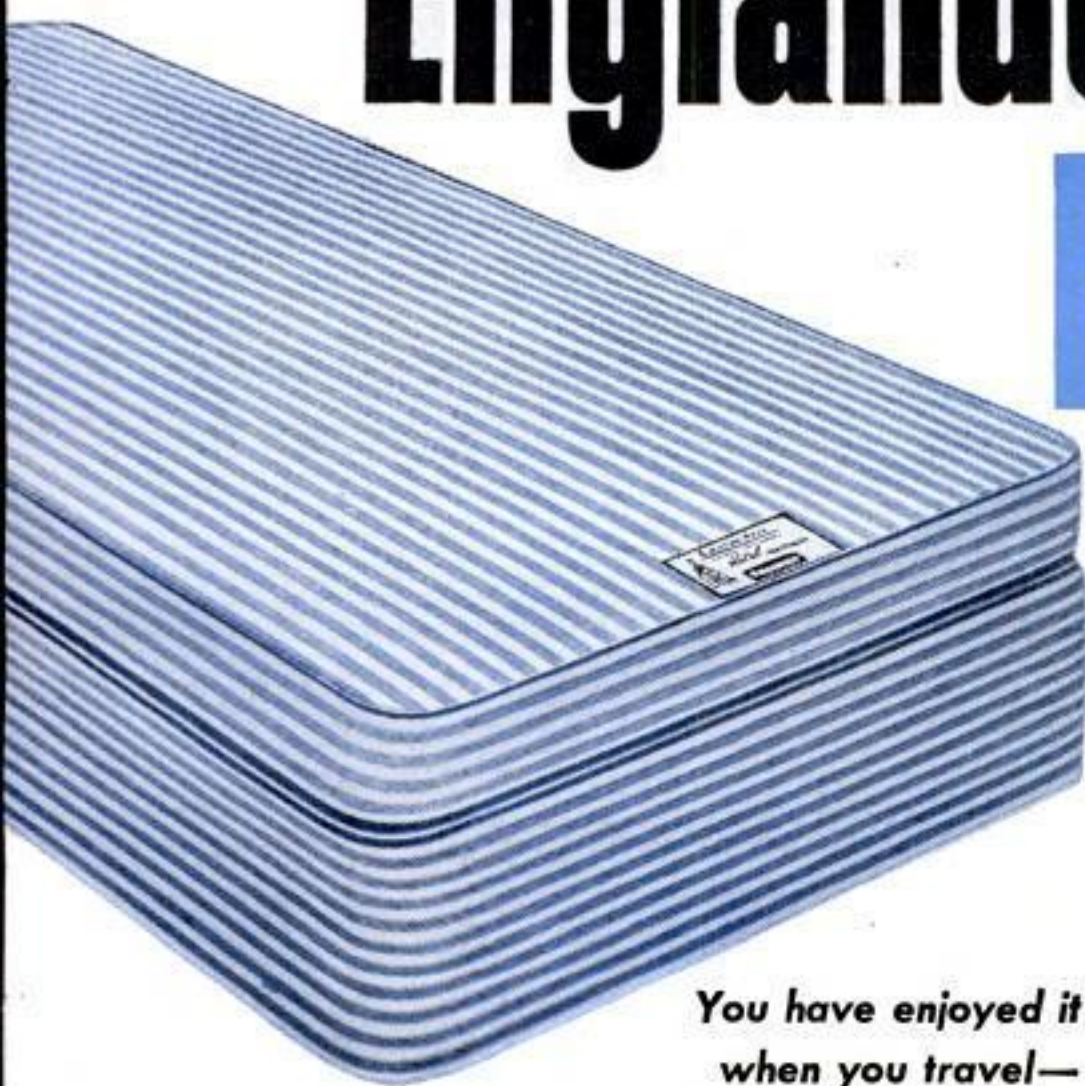
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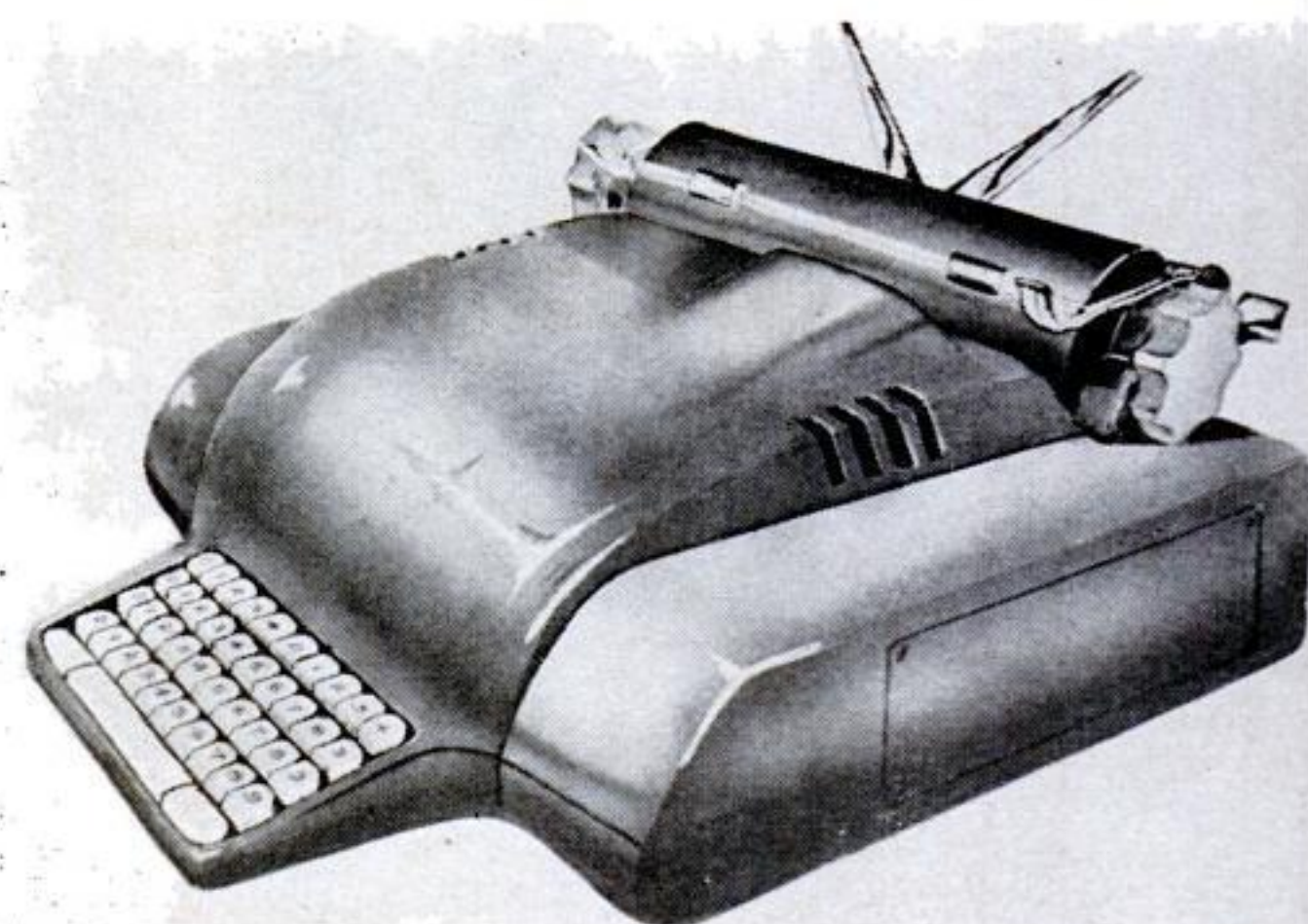
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real fruit flavor in a cake mix

**Pillsbury Orange
Cake Mix**



SIMPLIFIED CHINESE TYPEWRITER for 4,000 symbols is an example of the more practical design problems that are carried out by Arnold's students

ARCTURUS CONTINUED

Mars. The main difficulty is in operating mining equipment under almost gravityless conditions where one stroke of an ordinary pick will bounce a man high in the air.

After working out ways of getting around this, students have also conceived Cerean housing, transportation (a no-fuel, spring operated railroad) and a time system for the 47.16-hour day—a student redesigned time, starting with a small basic unit called a "jiff".

The Creative Engineering course includes three major case histories in a semester, of which Arcturus or Ceres is only one though undoubtedly the most entertaining. Other problems have included the job of designing a Chinese typewriter with 4,000 or more different characters, redesigning railroad boxcars for easier loading and less damage to their contents, reconsidering the hospital bed and its functions, looking for new methods of food production in Burma, and—next fall—mining below the antarctic icecap.

John Arnold is uniquely qualified to effect the union of psychology and technology that is Creative Engineering. Now 42, he originally studied psychology at the University of Minnesota; and did a special study of rats. When he graduated in 1934 the market for psychologists was exceedingly slow. Arnold was forced to enter heavy industry; to be precise, he took a job as night watchman in an oil plant. Each night, to pass the time, he spent hours reading the private technical reports and letters on the president's desk ("Why start any lower?" asks Arnold) and became so intrigued with engineering that after a while he bought a share of a garage. There he picked up enough practical knowledge to talk himself into a job as assistant designer in a small company making industrial machinery. (The night before going to work he hastily read a book on drafting to conceal his basic ignorance.)

When the boss designer was away one week, Arnold cut loose and designed a totally new kind of variable-speed drive mechanism and had a model of it made up. At the last moment he got worried and tried to check the mechanism's characteristics mathematically before pulling the switch. His shaky mathematics repeatedly brought him to the same dismal answer: centrifugal force would make the device disintegrate. In actual fact it did no such thing and was a highly successful design. Arnold decided that if he was going to design things he had better learn *why* they worked as well as how. He packed his bags for M.I.T., where he went through a five-year course in three years, got his master's degree and emerged as a properly qualified mechanical engineer.

In 1942 he accepted M.I.T.'s offer to join its mechanical engineering department and presently was entrusted with courses in machine and product design. From the beginning he felt there was a great fallacy in the way design was being taught. Students were stuffed full of subject matter, then given "problems" in which all the conditions were specified and to which there could be but one correct answer.

Arnold's first truly creative problem resulted directly from a very prosaic problem of his own—gum trouble. The ailment inspired him to seek a design for a "dental mobilometer"—an unspecified kind of device that would measure the rigidity or looseness of teeth in the human head to check the effectiveness of gum treatments. At Arnold's request, research men at Tufts College

CONTINUED ON PAGE 200

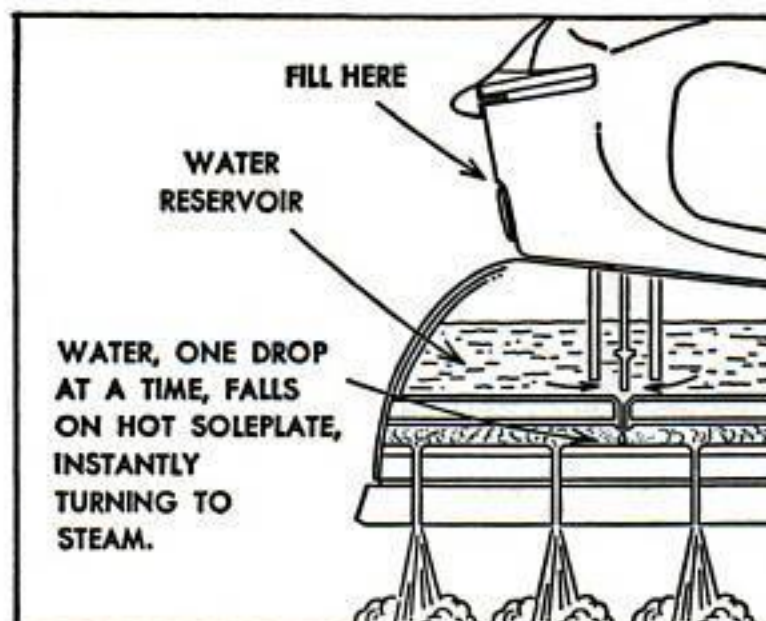
New G-E Steam and Dry Iron lets you...

Iron most fabrics without sprinkling!

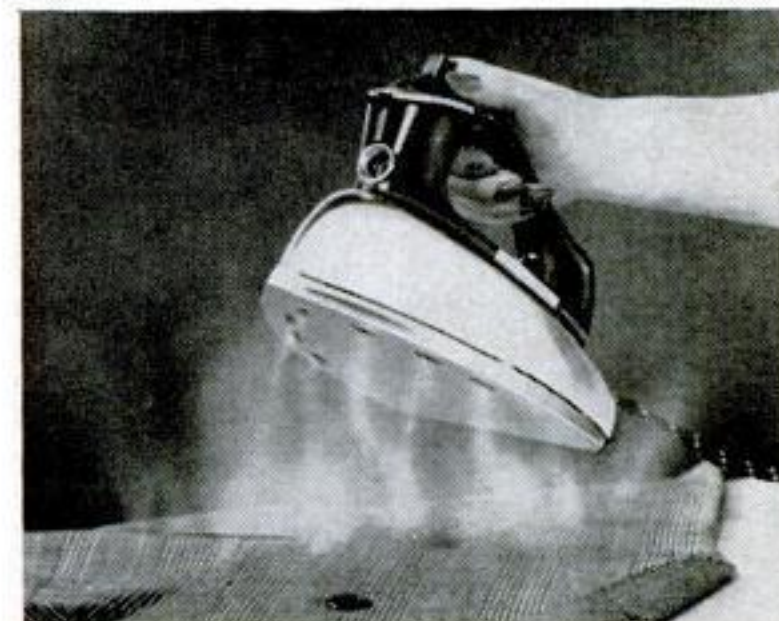
USE IT AS A
STEAM
IRON



1. "IRON WITHOUT SPRINKLING," says Kathie Norris, "everything except heavy cottons, linens and starched fabrics! The steady flow of steam moistens fabrics, saves you the time and work of sprinkling, and of ironing pre-moistened clothes."



2. INSTANT STEAM! Drop by drop, water falls onto hot soleplate... flashes instantly to steam. Then the steam stops automatically when the iron is placed on its heel rest. Uses tap water in all but extremely hard water areas.



3. PRESS LIKE A TAILOR! Press suits, skirts and sweaters without a damp pressing cloth! You can see where to put creases, so you press *perfectly*! Save money on all kinds of pressing bills—you can do it at home, professionally.



1. FOR HEAVY COTTONS, LINENS and starched fabrics, use it as a *dry* iron. You simply press the button to change your steam iron to a dry iron—no need to let iron cool down or even empty the water! You make the change instantly!

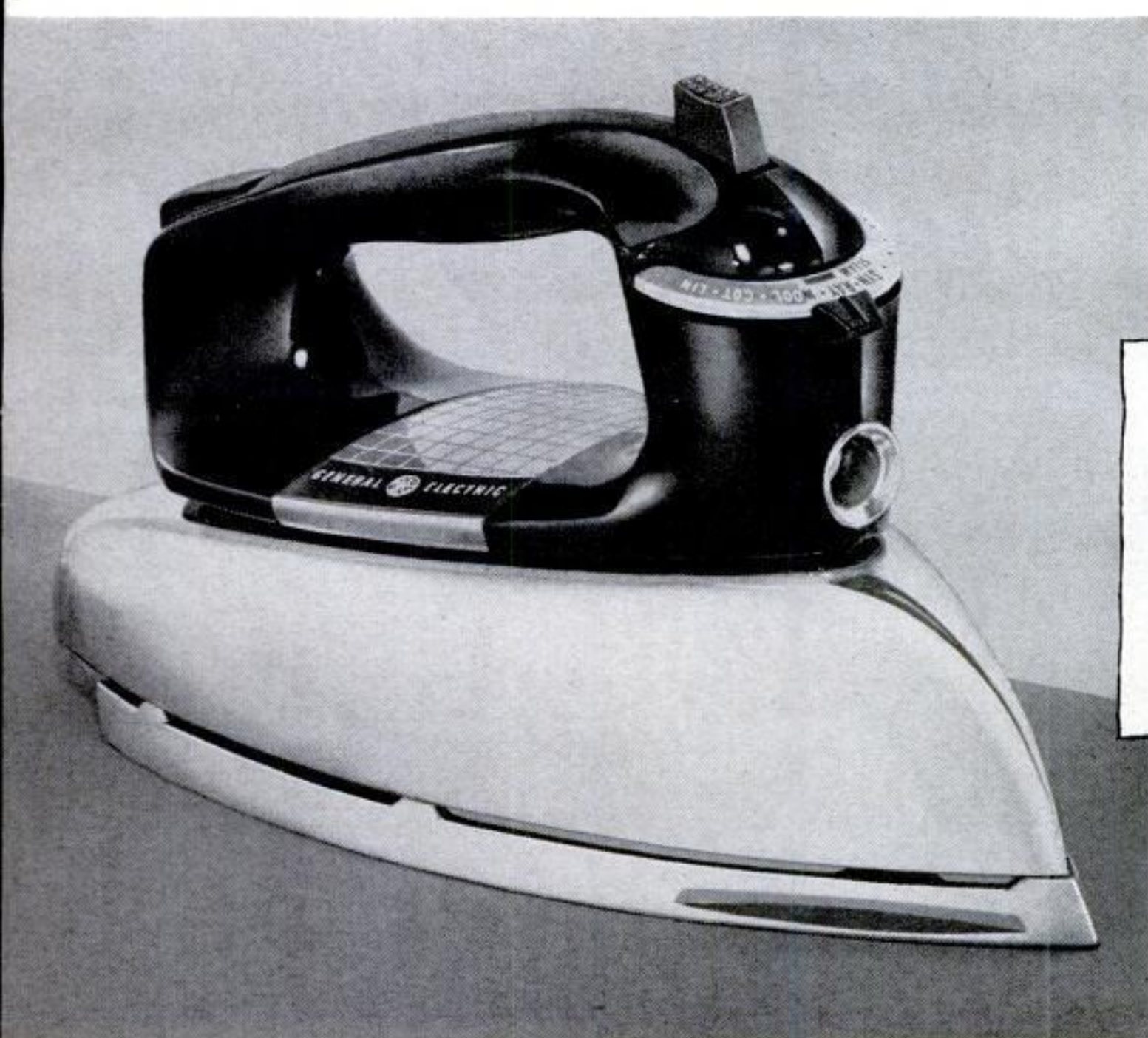


2. LIGHT, LIGHT WEIGHT! Only $3\frac{1}{4}$ pounds! This iron weighs less than a woman's purse. Means much easier handling and a lot less work. Larger soleplate—more than thirty square inches—covers a much wider ironing area in far fewer strokes.



3. NO MORE SCORCHING! Visualizer Fabric-dial gives perfect heat for whatever fabric you're ironing! See this G-E beauty at your G-E dealer's today! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

USE IT AS A
DRY
IRON



IT'S TWO IRONS IN ONE!

ONLY
\$17⁹⁵*

* Manufacturer's recommended retail or Fair Trade price.



STEAM & DRY
IRON

SEE these other wonderful irons at your G-E dealer's: G-E Visualizer Iron (\$12.95*), G-E Budget Iron (\$9.95*), G-E Portable Steam Iron (\$14.95*), G-E Automatic Travel Iron (\$9.95*).

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Won't Dry Out Stiff!

They're
WOLVERINE
TRIPLE-TANNED

HORSEHIDE

PIGSKIN

BUCKSKIN

WORK GLOVES

For the Job on Your Hands . . .
in Industry, Shop, Farm or Home
... there's a Wolverine to Fit!

How *soft*—yet how extra *tough* can a work glove be? Just wear a pair of these triple-tanned Wolverines, and you'll soon see!

Whatever your work—in shop—on the railroad—driving a tractor—garage—oil station—around the home or store—whatever you do, once you wear a pair of Wolverines, no other gloves will ever take their place.

Tanned with all their natural toughness tanned in, by the secret Wolverine process, these tough leathers even *dry out soft* after soaking! Imitations plenty—duplicates none! No other leather gloves in the world like them. Just see your nearest Wolverine dealer* and try on a pair.

*Write for name and address, if you wish.

A NEW PAIR
FREE

IF THEY DRY OUT
HARD OR STIFF!

(when dried at normal temperatures)

WOLVERINE SHOE & TANNING CORP.
Rockford, Michigan



DOWN-TO-EARTH PRODUCT, one of many designs that Arnold's graduates have helped create, is tractor with two engines, one to turn each track, built by General Motors, for which graduate Charles Jordan is a designer.

ARCTURUS CONTINUED

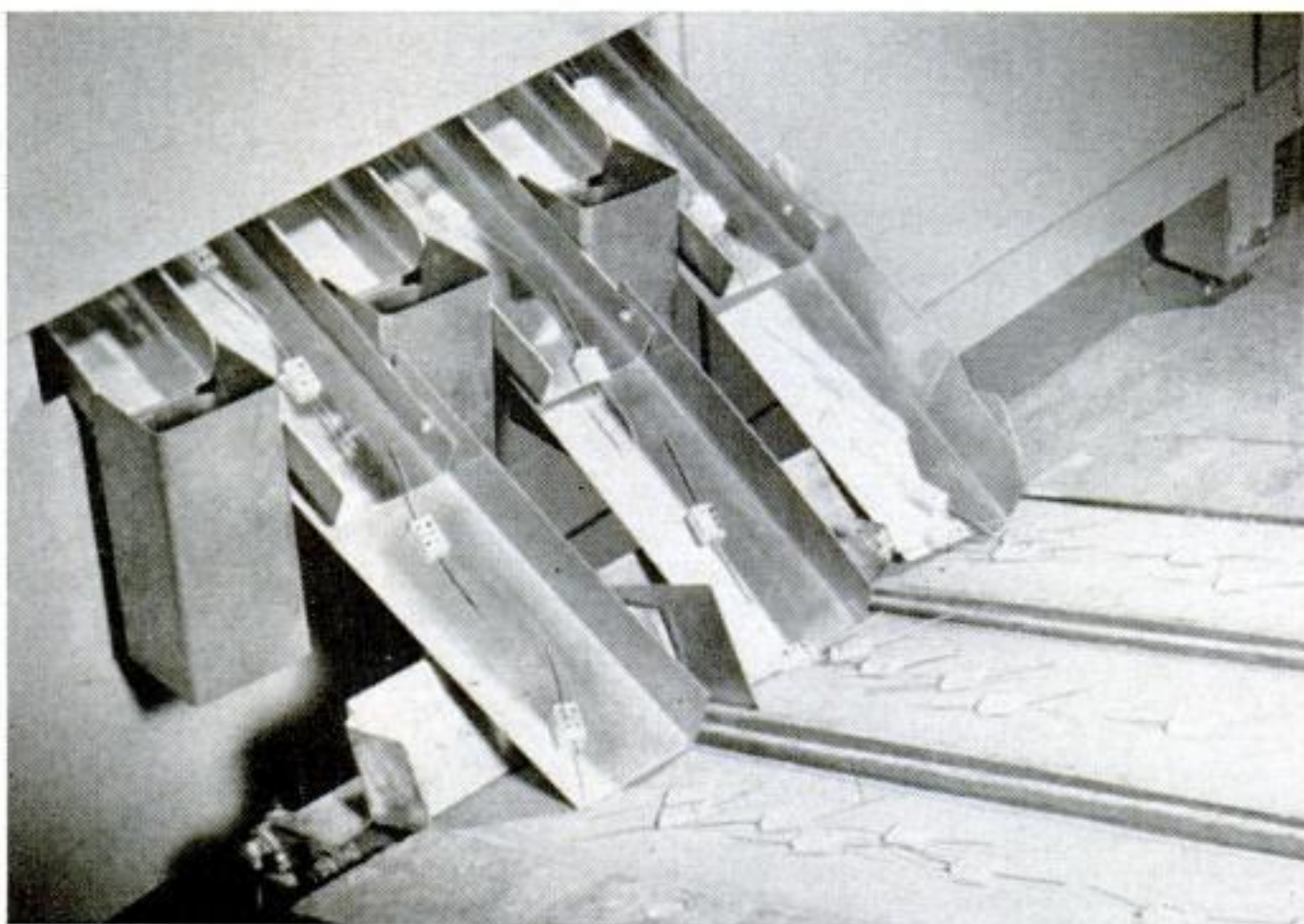
dental school worked out the basic concepts. Arnold's students waggled each other's teeth, pored over dental encyclopedias and produced designs that would enable dentists to handle the equipment easily. Their work was favorably appraised by a jury of dentistry professors.

At the end of the semester Arnold's students voted unanimously for many more such case studies. Arnold began to remodel the course, until after several years it was no longer known as Product Design but as Creative Engineering, and had become the core of a program of half a dozen courses embodying similar principles and comprising one of the most exciting experiments in pedagogy in the country.

Arnold himself is known for his indiscriminate fascination with practically everything. Not only does he teach, lecture to groups of industrial designers and do outside design jobs for various firms, but he simultaneously finds time to design and build miniature railroads in his basement, play tennis with his own two children and neighboring teen-agers, run a power cultivator over his fields in Wenham, Mass., herd and tend his own sheep, play the violin, read most of the new books on psychology, semantics and philosophy and serve as chairman of the town school board.

It is not easy to assess the practical value of Arnold's teachings because all but a few dozen graduates are still in military service. The records of those who are working professionally, however, seem to give impressive proof that Arnold's methods have helped. At Corning Glass, Robert Hollenbach has helped to develop a machine that automatically makes small electronic capacitors and another that automatically polishes TV panels. For General Electric, Lee Rohde is working on what his superiors call "revolutionary

CONTINUED ON PAGE 202



ELECTRONIC ADVANCE in which course graduate Robert Hollenbach had a part is this Corning Glass machine which is the first fully automatic one for turning out tiny radio-TV units called capacitors. They can be seen on chute.

North America meeting the challenge of change

North America is constantly working to broaden its coverages, simplify its policies and reduce insurance costs. The beneficiaries of this effort are families at home, the farmer, the banker and businessman, and public institutions that are managed for the benefit of all Americans.

FAMILIES AND HOMES



Typical of North America's pioneering are the new HOMEOWNERS and new TENANTS insurance policies. They provide, for the first time, all essential home insurance in a single 'package' policy... at a saving. Other pace-setting North America coverages are:

- Comprehensive Personal Liability
- Fire Policy not reduced by Loss Payment • Merit Rating Plan for Automobile Insurance... and many, many others

FARMS



Protection for farmers has also been broadened by North America. An example is North America's BLANKET FARM PERSONAL PROPERTY policy which lumps many coverages in one contract. Another example is the AGRICULTURAL EQUIPMENT AND LIVESTOCK FLOATER.

BANKS BUSINESS INDUSTRY



North America has persistently tailored its contracts to give business every possible measure of protection. Its BLANKET ACCIDENT TRAVEL policy is a case of extending protection to traveling employees. KEY MAN GROUP ACCIDENT AND SICKNESS gives special protection for special need. BLANKET LIABILITY and a MERCHANDISE FLOATER are two more specially tailored contracts, followed by many others like these:

- Catastrophe and Excess of Loss Coverages • Valuable Papers and Records, including Business Interruption • Accounts Receivable

SCHOOLS CHURCHES HOSPITALS



North America's SIMPLIFIED PREMIUM PAYMENT PLAN gives institutions the premium savings in 3-year or 5-year rates. Yet the institutions may pay premiums annually, instead of in a lump sum at start of the term. Other pioneer coverages are the CIVIC GROUPS POLICY and the CHURCH THEFT POLICY.

Consult your Agent or Broker about availability of these policies or plans in your State.

NORTH AMERICA COMPANIES



To protect human dignity This striking photograph of the Jefferson Memorial, Washington, D. C., was widely published last year by the North America Companies to illustrate a responsibility imposed by free enterprise. It was Jefferson who said "...laws and institutions must go hand in hand with the progress of the human mind."

Answering the Challenge of Change

The North America Companies, as a true free enterprise, are continuing a program to make *better service* and *broader protection* available to more people through improvement and simplification of the insurance business.

This includes the individual, the family and the home, banks, business, industry and schools, hospitals, churches.

Scores of improvements have been made recently; more are coming.

By simplifying the insurance business, protection can be broadened, its cost reduced. In addition, rating plans and payment methods for greater customer convenience have been introduced.

These improvements are only part of the story.

To close their circle of superior personal service now provided by 20,000 agents and brokers, backed up by North America's far-flung Service Office System, an expansion of the Companies' *own* Claim and Loss Organization is near completion.

The policyholder, no matter where he lives or goes, is entitled to be paid promptly and fairly when he has a loss. To meet all these needs has required a tremendous investment in money, time and training.

We are glad to make this investment because the interests of our policyholders have always come first and they always will. In this way we will serve our stockholders, our agents and brokers and employees.

This, we have believed since our founding in 1792, is free enterprise in action.



NORTH AMERICA COMPANIES

PROTECT WHAT YOU HAVE®

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Insurance Company of North America
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THE NEWEST AND BEST FROM AMERICA'S OLDEST AND STRONGEST STOCK INSURANCE COMPANY

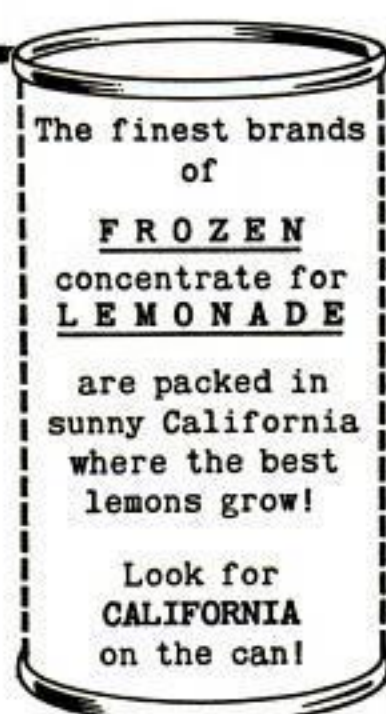


Refreshing! Lemonade's the pure fruit-juice beverage that gives you a lift...without letting you down! It's bright...fresh-tasting...rich in Vitamin C...and it really quenches thirst!

Ready in seconds with Frozen Lemonade from sunny California! Just open can...add water, ice...nice! Each 6-oz. can makes a full quart. Costs only about 3¢ a glass.

Tasty because Frozen Lemonade from sunny California contains the fresh-frozen juice of the finest lemons that grow! Buy several cans today. Keep a pitcherful in your refrigerator.

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA



so easy now with FROZEN LEMONADE

from sunny California



for the whitest shoes you've ever worn!

At Leading Chain and Independent Stores in the United States and Canada



EXTRA METAL CAP for extra safety



Stops scratching!

Sergeant's new **SKIP-FLEA SCRATCH Powder:**

- Stops itching fungus, the most common cause of dog itch!
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49¢ and 79¢ at any drug or pet counter.



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FREE: Sergeant's Dog Book answers all questions on dog care and training. Get your copy today at any drug or pet counter or write: Sergeant's, Richmond 20, Va.

ARCTURUS CONTINUED

creative design problems." Charles Jordan has become chief designer of heavy road-building equipment and diesel locomotives for General Motors. William Wood and Joseph Millsap are working for Chance Vought Aircraft in Texas, where Millsap has had a key role in the design of new types of metal panels used in planes and Wood is doing important work on aircraft stresses and strains. In New York, Austin Baer, designer of the Methanian Eggmobile, has started his own design firm, Idea Technology, Inc., and has already demonstrated his creative versatility by producing a tiny surgical instrument that doctors have found of great value in performing a delicate operation on the valves of the heart.

More than just bigger shovels

ARNOLD still feels that most individuals and firms are far too inhibited in the matter of using their creative resources. "An engineer from a big steam shovel outfit was in here recently," he says. "Was very proud of 'improvements'; in 30 years his shovels had gone from one-third-of-a-yard capacity to many times that amount. I finally told him I thought his outfit hadn't had a really creative idea in all those years. Anybody can gradually make a machine bigger. Real improvement would be some totally new way to move earth—something not even remotely akin to the shovel."

All too much of the world's effort goes into merely making shovels bigger, Arnold believes. He cites another example: "Many areas are faced with water shortages. Almost all of the work done on this front concerns itself with ways to provide more water—but nobody asks how we use the water. In actual fact, as Buckminster Fuller points out, we use 100 gallons per capita every day—only one gallon of which is essential to our vital processes. The rest is just to wash ourselves and our possessions, and then to act as a kind of vast, inefficient conveyor system to carry dirt and rubbish down on a long trip to the sea. Perhaps we could clean many things better without water, or perhaps we could separate the dirt from the water without shipping all the water back to sea. In either case we might find completely different and better answers to the problem."

The machinery by which we put thoughts into writing is likewise in need of an overhaul, he feels. Human beings think at a rate that Arnold roughly estimates at between 600 and 1,200 words per minute, yet even a superb typist can put only a 10th that much on paper. To make writing as fast as speech or thought will call for a completely new system of symbols and a new way of communicating them. Arnold has not tried to work out any actual devices himself, but he is perfectly certain some could and should be thought up.

Arnold's greatest impatience stems from mankind's obvious everyday failure to apply a few principles of creative thinking to its most immediate problems. In the relationships between husbands and wives there are often mental blocks that prevent a better adjustment. Parents frequently become set in child-rearing habits that fail to keep up with their offspring's changing needs. In our control of economic matters, in our methods of handling the mentally ill, in our approach to the terrible problems of international tensions, we are all too often trapped by mental short circuits akin to those that beset people on the ping-pong ball problem, the six-match puzzle and the three-jar routine.



SURGICAL INNOVATION was made by graduate Austin Baer, who designed fingertip knife. Surgeon wears tiny blade on his fingernail (as at right), enabling him to probe heart valve more easily than hand-held instrument permits.



THE RATH PACKING CO.,
WATERLOO, IOWA

Life begins at breakfast...land o' corn style!

No sun peeking over a field of waving corn could give a morning more glory than the golden treat you see on this very page.

Rath Black Hawk Bacon!

Now we ask you—why settle for mere toast 'n' coffee when you can breakfast, land o' corn style, on Rath Bacon and sizzling apple rings.

These tantalizing corn-fed

strips, so lavish with lean, are too aristocratic to be pickled in brine. Instead, they are sugared in their own sweet juices. And aromatic hickory smoke gives them a flavor so tempting it's almost a sin to serve to mortals. Truly, nothing could taste so heavenly.

Well—almost nothing.

For Rath Black Hawk Hams and Dainties are out of this world, too!

Rath makes over 1000 meat products—but when you try any one, it's one in a million!



Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



Anne Fogarty, famous fashion designer, drives a De Soto Sportsman.

DRIVE A **DE SOTO** BEFORE YOU DECIDE

There is no word in the English language that quite describes the utter satisfaction, the thrill, the delightful ease of driving a De Soto. Here is a car that translates your wishes into action almost with the speed of thought itself. There is an eager, natural response that is quite different

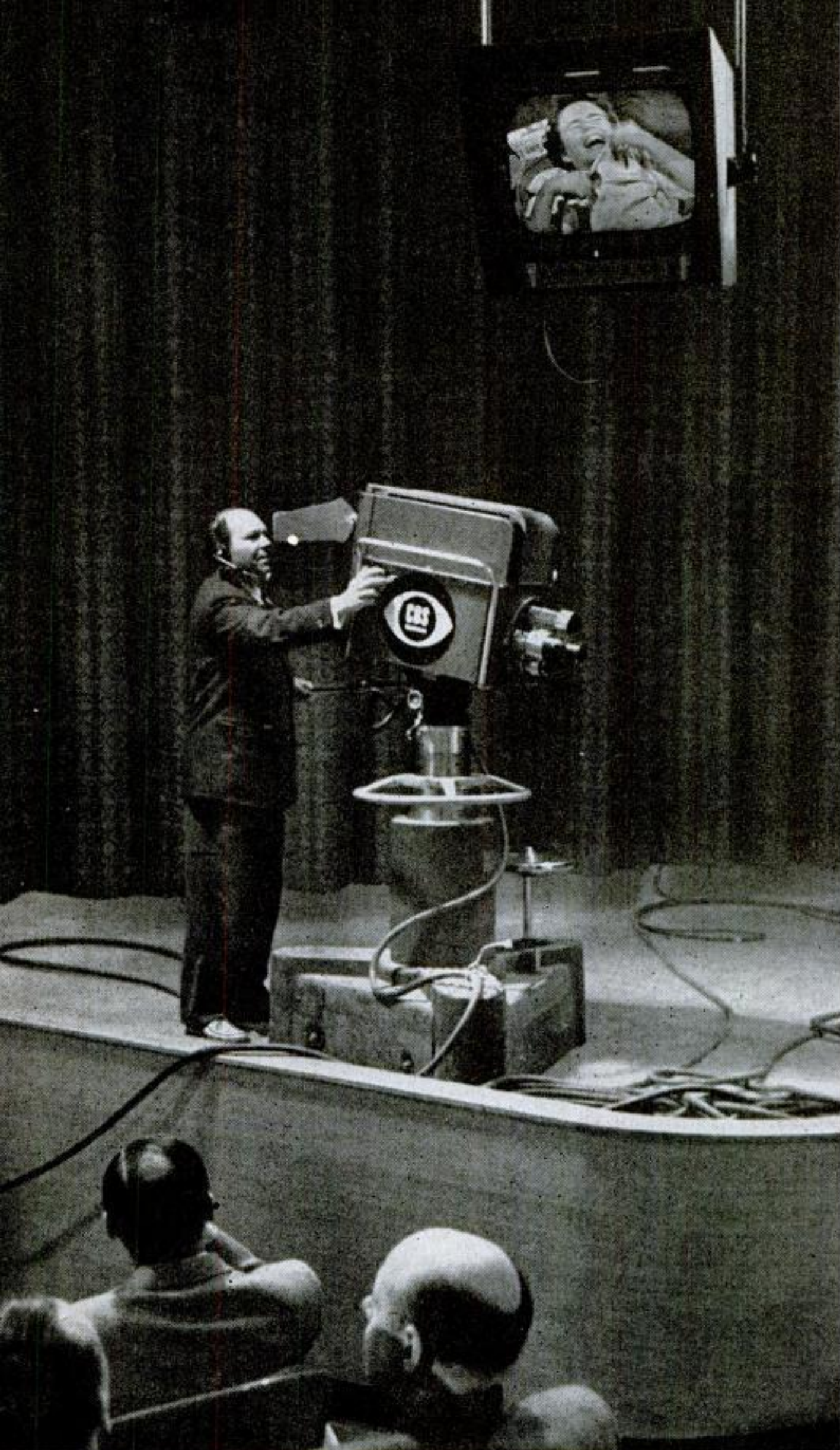
from anything you're likely to find in other cars. That is why it is really important that you "drive a De Soto before you decide!" Your De Soto dealer will be delighted to have you take a turn at the wheel of either a Firedome or Fireflite. De Soto Division, Chrysler Corporation.

DE SOTO-PLYMOUTH dealers present GROUCHO MARX in "YOU BET YOUR LIFE" on NBC RADIO and TV

Some Freeze-ups on a Warm-up

SUBJECTS SQUIRM ON TV SCREEN

To warm up studio audiences before a show goes on the air and make them more receptive to what they are going to see, several CBS-TV producers are letting the audience entertain itself. They simply train their cameras on the audience, pick up faces at random and put them on the studio screen. Almost everyone finds this amusing, even some of the subjects who become frightfully embarrassed. The girl shown here is confronted with the same face she sees each morning in the mirror. But with 350 people watching, she found looking at it more than she could bear.



FINDING A SUBJECT, Bob Fonarow on *My Favorite Husband* trains camera on a young girl to see what she will do as her image shows on studio screen.



COVERING UP, the young girl giggles as she first hides her eyes from the camera (*above*), then her whole face (*below*). But she keeps right on laughing.



CONTINUED ON NEXT PAGE

Get there in a *HUSH* with
SCOTT-ATWATER ...the
 outboard that bails your boat!



THERE'S A NEW SENSATION waiting for you when you take to the water with the super-quiet Scott-Atwater. You'll enjoy a new smoothness, new relaxation with this incredibly soft-spoken motor. *Hush-Spring* Mount and exclusive *Aquamute* Exhaust let you glide through the water with a quietness that's a revelation.

You'll like Scott-Atwater's other big features, too: *Bail-a-matic* power bailing, remote fuel tank, complete shift, snap-off hood, twist-grip speed control, built-in remote control connections.

See all five super-quiet models—5, 7½, 10, 16, 30 h.p.—plus the husky 3.6 h.p. model at your Scott-Atwater dealer's now. His name is in your phone book classified section.

FREE! 16-page color booklet on full line. Write Scott-Atwater Mfg. Co., Minneapolis 13, Minn., Dept. L-55.

Horsepower certified by OBC. Prices FOB factory and subject to change. Convenient terms available at most dealers.



Choose from FIVE Super-Quiet
SCOTT-ATWATER
 outboards...all with Bail-a-matic!



FREEZE-UPS ON WARM-UP CONTINUED



EYING THE MONITOR, a young girl watching *Professional Father* gets first glimpse of herself (top), gasps (center), then decides it's all very funny



**New easy thrifty way
to "cream" your coffee!**

PREAM



SALLY ROSS,
Pream Home Economist, says

"PREAM MAKES YOUR
'EVERYDAY' COOKING
FASTER, MORE DELICIOUS!"

OR FLUFFIER MASHED POTATOES

Make luscious, feather-light
mashed potatoes *every* time—
with Pream.



FOR RICHER CREAM SOUP

For creamier flavor, add 3
or 4 tablespoons of Pream
to your favorite soup.



FOR SMOOTHER CREAM SAUCE

Easiest way yet to make
this basic sauce perfectly
—no lumps with Pream!



100% DAIRY PRODUCT IN INSTANT POWDERED FORM

Rich and delicious! Made entirely
from fresh sweet cream and
other milk products. Nothing added!

Never sours! Never "turns"! When
opened for regular use, Pream
stays fresh tasting to the last
spoonful. Keep handy in cupboard
or refrigerator.

So economical! Costs about $\frac{1}{3}$ less
per serving than coffee cream!

Less calories! Only about half as many
calories as if you used coffee cream.

Instant dissolving! Put Pream on top
of your cup of hot coffee or tea.
Stir and enjoy! Get Pream today!

The new way
to "cream" it
is to **Pream** it!



Send for FREE Recipe Folder

Whip up richer, creamier
gravy, quick no-cook frosting
—so many sure-success rec-
ipes in no time at all with the
new dairy miracle—Pream!
The new Pream Folder has
these and lots more wonder-
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Please send me FREE Pream Recipe Folder.

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©1965, M&R Dietetic Laboratories, Inc.,
Columbus 16, Ohio

Pream is available also in the Dominion of Canada, Alaska, and Hawaii.



When you're dealt a "sure cure"...*pass!*

Most friendly advice is fairly harmless. Usually the worst it can lead to is an unbecoming dress, a cake that doesn't rise, or a plant that doesn't flower. But when the amateur starts playing the expert in medical counsel—*watch out!*

Similar or even identical symptoms may actually indicate one of several different ailments, each requiring its own special treatment. Dosages effective

for someone else can be harmful or inadequate for you. Only your doctor's diagnosis can determine what medicines you need (if, indeed, you need any); what quantities you should take; what precautions you should observe.

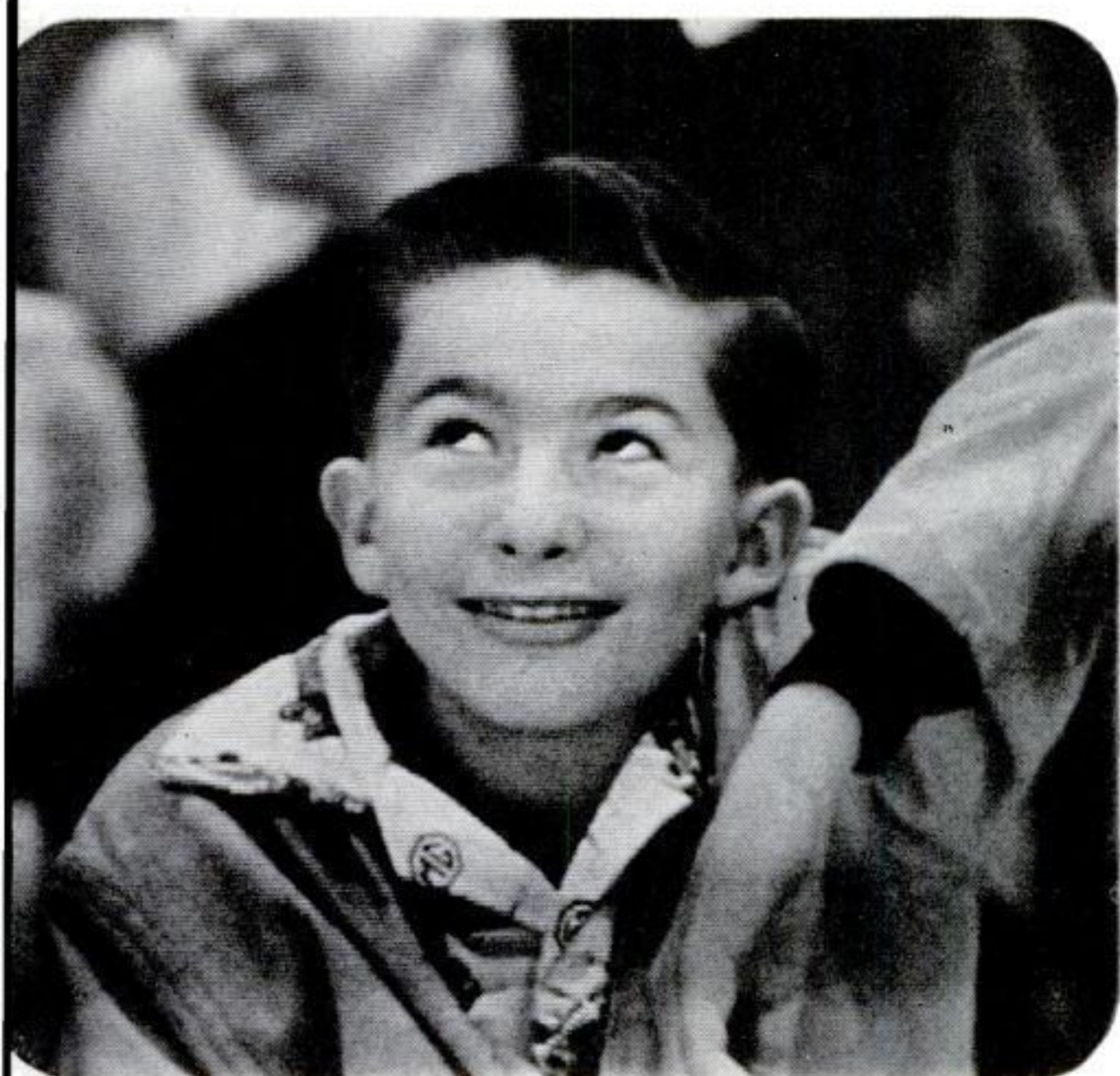
And the longer you wait before seeking your doctor's help, the longer you may be depriving yourself of really effective treatment. New ammu-

nition for the battle against illness is constantly being developed by medical and pharmaceutical research. Your doctor is thoroughly familiar with the latest medicines, as well as with older established remedies, and will know what should be prescribed for your individual case. That's why, when it comes to medical advice, there's one friend it's safe to listen to—*your doctor!*

Copyright 1955—Parke, Davis & Company

PARKE, DAVIS & COMPANY
Research and Manufacturing Laboratories, Detroit 32, Michigan

Makers of medicines since 1866



CAUGHT BOY starts out being pleasantly embarrassed (top) as he sees his image come on the screen, turns shy (middle), then lapses into sheepishness.

CONTINUED ON NEXT PAGE

Sore, golfed-out muscles?

Here's relief in a hurry!

• If you go in for golf only occasionally, chances are your muscles make you pay for it. But you can get "one up" on them! Just rub on some soothing Absorbine Jr. where you hurt.

For over 60 years, many trainers of top athletes have turned to Absorbine Jr. when over-exercised muscles need safe, long-lasting relief from pain.

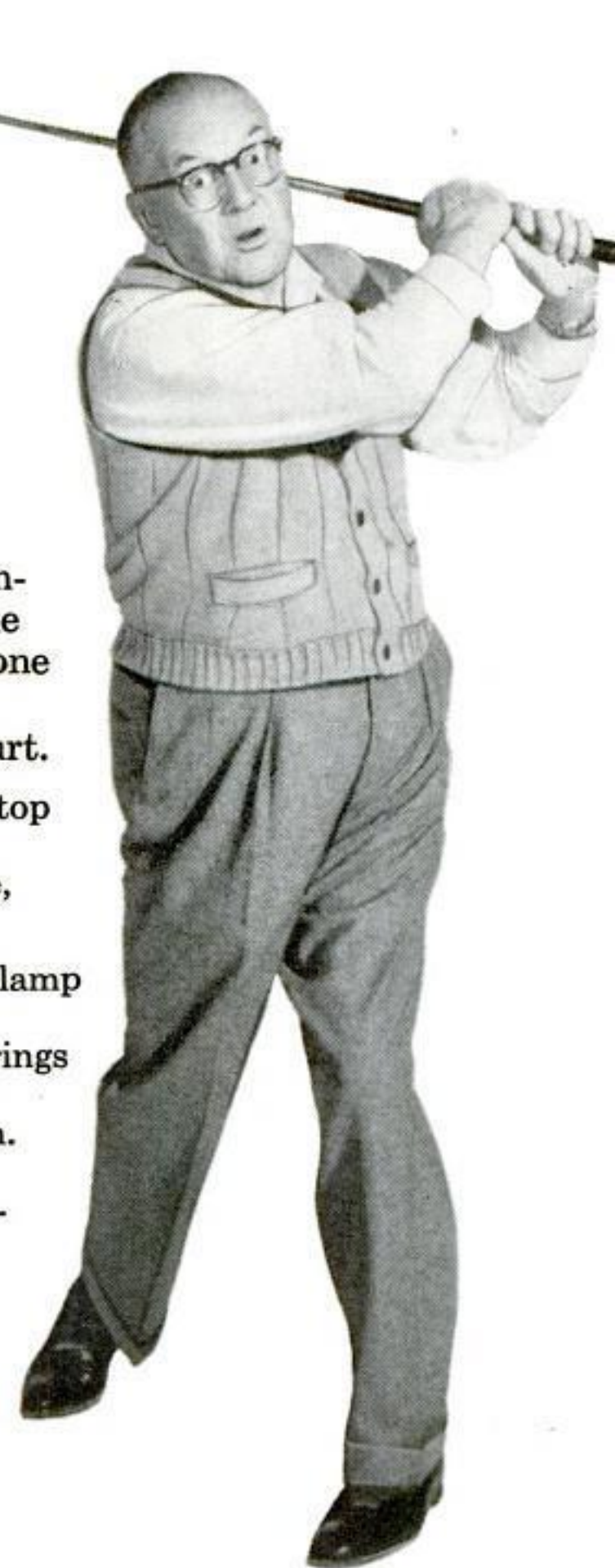


And you'll say it's "like a heat lamp in a bottle," as the famous Absorbine Jr. treatment brings quick relief from pain at the point of application. Get a bottle of Absorbine Jr. today—wherever drugs are sold.

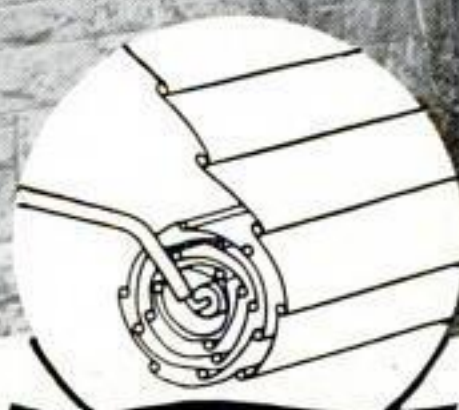
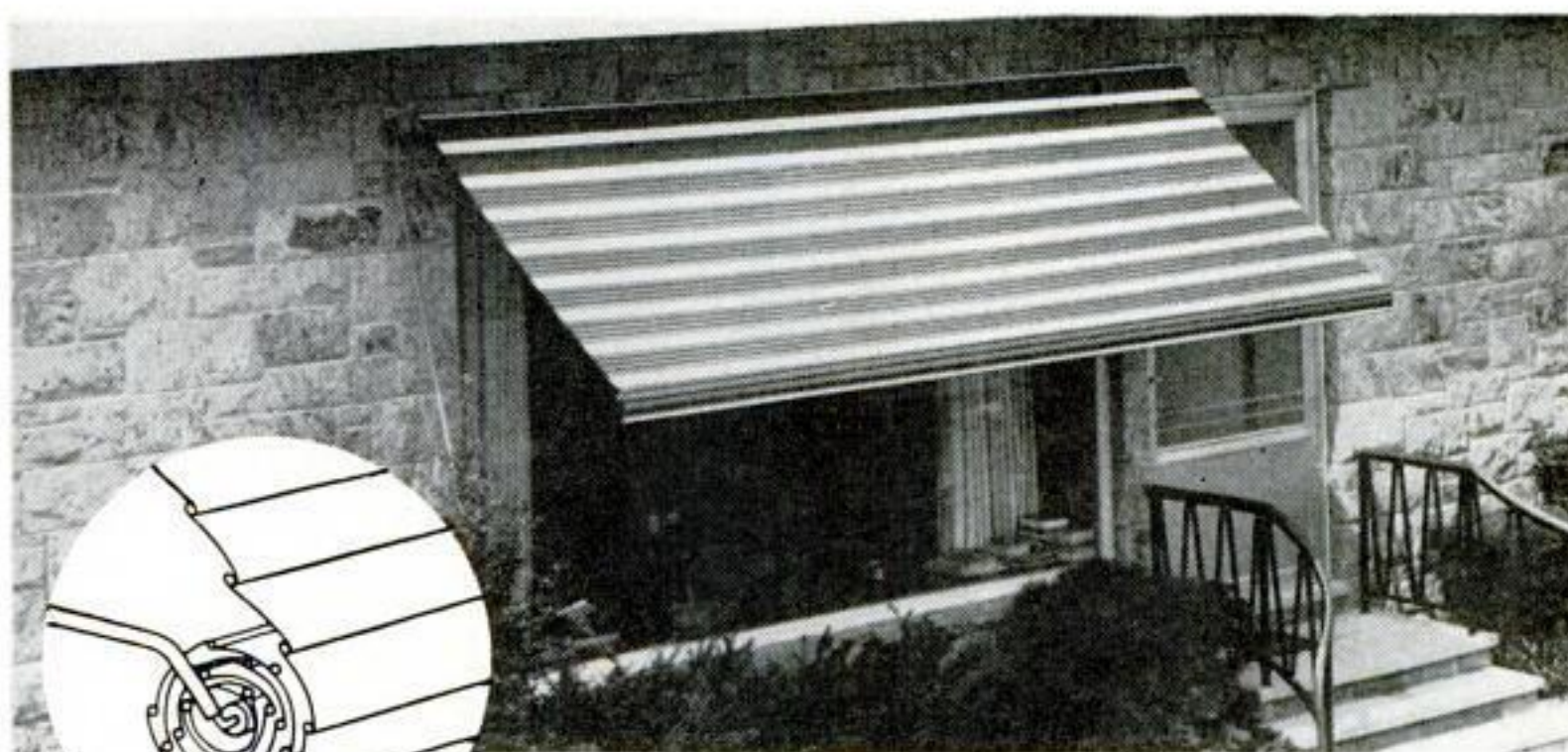
W. F. Young, Inc.
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ABSORBINE JR.



THEY ROLL! AlumaRoll AWNINGS ROLL UP and ROLL DOWN!



SEE HOW THEY ROLL



CARPORTS — PATIOS



DOOR GUARDS

Lasting, Mobile, Aluminum Beauty

Such graceful lines—such quiet colorful charm and beauty. Blends with the architecture of castle or cottage. Stays up all year—rolls up or rolls down. Available for casements, double-hung or picture windows—Carports, Terraces, Doorways! No Money Down—Take Years to pay!

See the yellow pages of your phone book for local ALUMAROLL DEALER

Orchard Brothers, Inc.
63 Meadow Road, Rutherford, New Jersey

Please send me full color brochure without obligation.

Name _____

Address _____

City _____ State _____



Crystals made from real Oranges

are right in the mix



For the first time...real
fruit flavor in a cake mix

NEW Pillsbury Orange Cake Mix



GASPING, a trio who had been having wonderful time laughing at other people's antics sit open-mouthed when the camera suddenly turns on them.



HIDING, a boy discovers after several moments on the screen that he can stand to look at himself if he does it through a protective visor of fingers.



MUGGING, a girl to whom the cameraman came back time after time tries to stare the camera down, to the consternation of her companion. She lost.

**Bet you cut
your toe-nails
wrong!**

WRONG



Never cut with rounded corners. This causes infections, painful ingrown toe-nails.

RIGHT



Always trim straight across. Only Trim Toe-Nail Clipper shapes this correct way.

TRIM
TRADE MARK

**CUTS YOUR
TOE-NAILS
RIGHT**

\$1



CHIROPEDIC
CUTTING
EDGE

TRIM cuts as chiropodists recommend. Safer, easier, faster than scissors or other clippers. Look for the unique "chiropedic" cutting edge (shown above) found only in TRIM. At stores everywhere, guaranteed.

W. E. BASSETT CO., DERBY, CONN. *pat. pending

NEW

At Your Jeweler's... NO



**"AQUARIUM
CLOCK
by United**

It Keeps Good Time
—that we all know
BUT
what keeps the
Fishies on the Go?
AND
Whence the Glow
that lights the show?

Electrified Accuracy
Mystifying Action
Mellow Illumination
Captivating waterless
under-water illusion
Rich, Hardwood Frame
Gold-color Highlights

See "Aquarium"
—You'll Buy it!

ONLY
\$14.95

UNITED CLOCK CORP., BROOKLYN 5, N. Y.

**POPULAR FAVORS FOR
CHILDREN'S PARTIES—
HEALTHFUL SUN-MAID
RAISINS!**



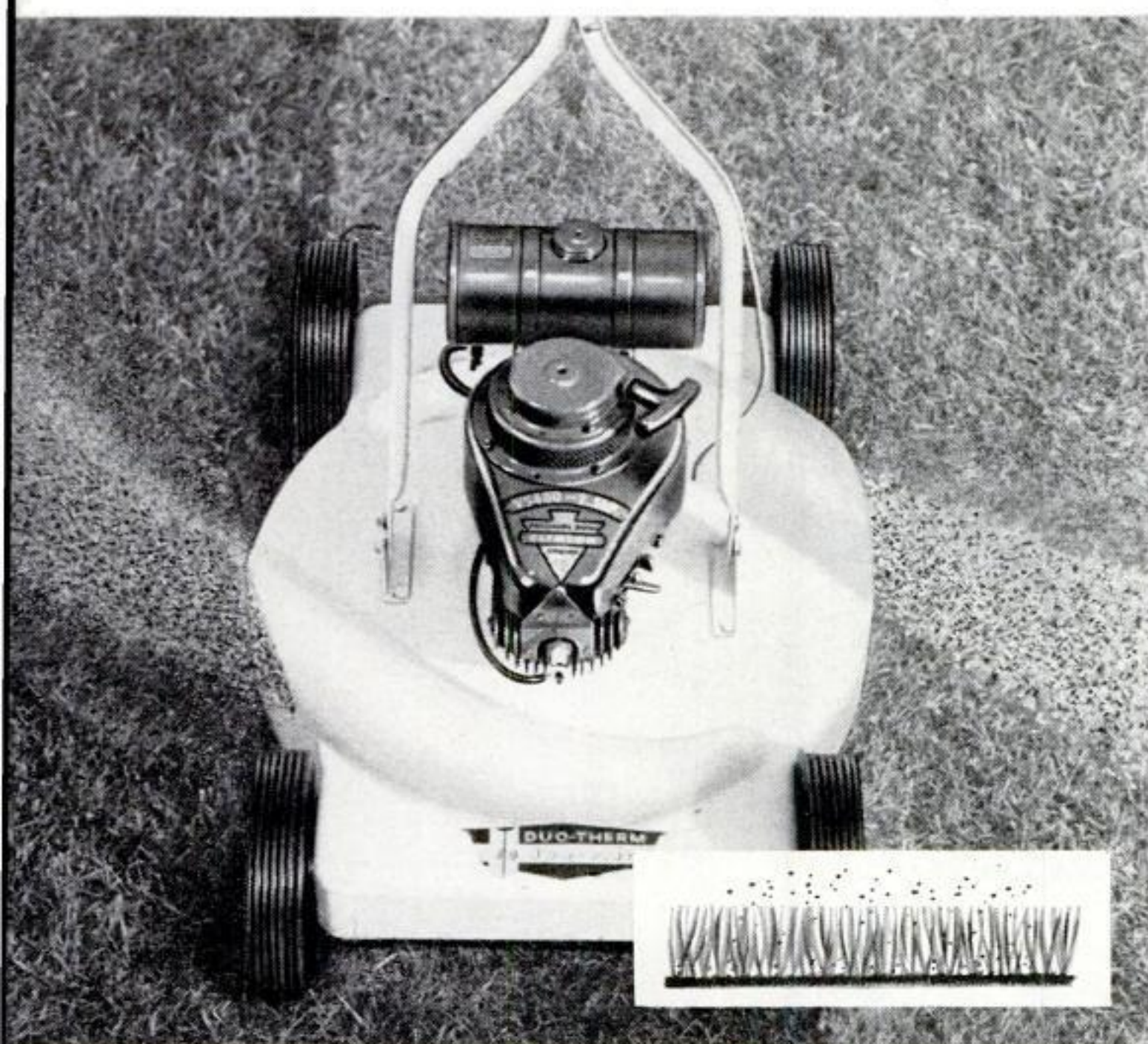
**First Choice
The
World Over.**

Ask your grocer for the
SUN-MAID 6-PACK. Six pocket
packages just right for between meal snacks!

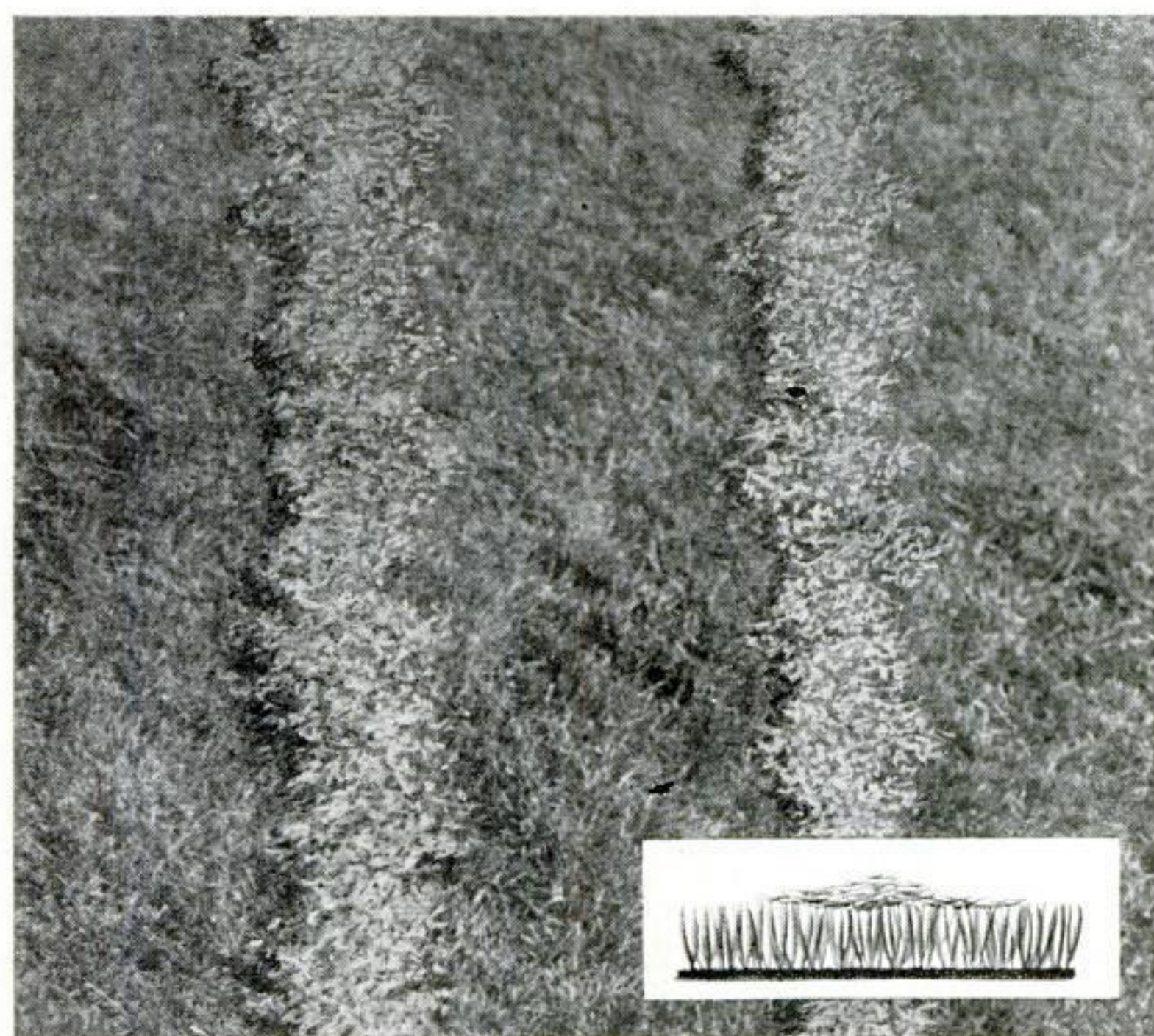
NOW FLAVOR-PROTECTED WITH CELLOPHAN

new kind of power mower "vacuum cleans" your lawn

Finished lawn has a velvety swept up look!

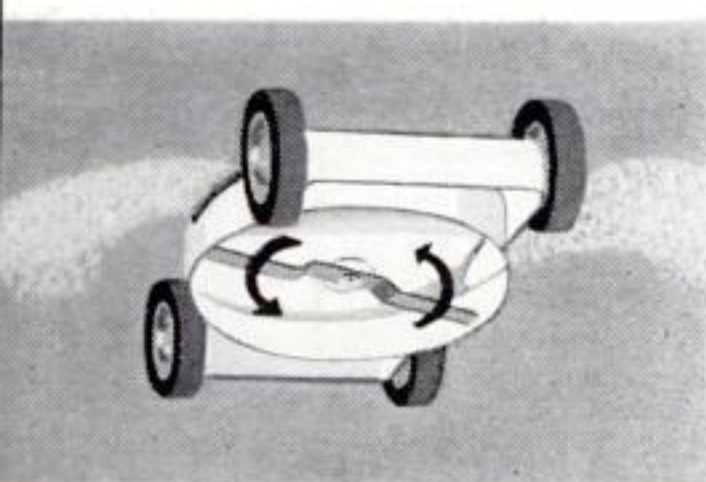


Fine grass trimmings sift down into the lawn, when you cut with Duo-Trim. Duo-Trim's strong vacuum stands grass on end to be cut, chops it fine, sprays it evenly. Grass sifts down *into* your lawn, out of sight. No raking needed. Cuts your lawn smoother, faster, cleaner! Leaves with a velvety "Vacuum Cleaned" look!



No unsightly cut-grass streaks! Some mowers leave grass *on top of* lawn, in streaks. Duo-Trim cuts grass finer, leaves no streaks. Completely enclosed cutting blade creates tremendous vacuum, chops trimmings many times. Exclusive twin "Wind-Tunnel" discharge ports spread clippings farther, more evenly, *into* the lawn.

IT'S THE NEW **DUO-TRIM** FOR LARGE AND SMALL LAWNS



Here's Duo-Trim's exclusive "Wind-Tunnel Action" in action! The steel cutting blade is completely enclosed in a steel drum. No front, back or side openings. Result: a strong, turbulent, vacuum lifts grass, lets blade chop clippings finer. Twin "Wind-Tunnel" discharge ports spray clippings in wide arc, spread them evenly *into* lawn!



Cuts high weeds, too! "Wind-Tunnel" action cuts weeds. Reclaims overgrown areas. Leaves no dandelion stems or shoots on lawn. *Maximum safety!* No foot level openings. Extended deck covering protects toes. Shut-off switch on handle for positive, safe stops and starts. Ask your Duo-Therm dealer for a demonstration on your lawn!



Saves clipping chores! Ends autumn leaf-raking! Trim right up to fences, flower-beds, driveway, house. Duo-Trim's cutting blade extends *outside* wheel line. Wider-tread tires minimize tire marks and "digging in" on soft ground. Mulches leaves in fall, too, *without extra attachments*. The most useful, versatile lawn tool you can buy!



You never had it so easy! Surprisingly light, surprisingly easy to push, with wide-tread wheels, full-width axles. No "U-turns" with Duo-Trim *reversible* handle. Simply cut back and forth. So easy to start! Automatic rewind starter on every model, no extra cost! 5 easy-set cutting heights from $\frac{3}{4}$ inches to 3 inches.



A complete line of deluxe Rotary models 18" and 21", 1.6 and 2.5 hp. 2-cycle, 4-cycle engines from \$89.95*

Duo-Trim Reel for fine care of the finest lawns. Keeps luxuriant lawns velvet smooth. Exclusive "Feather-Touch" positive action clutch for perfect mower control. 18 or 21 inch models. 4-cycle engine. Self-propelled. Ask your dealer for a demonstration on your lawn.



DUO-THERM
Division of MOTOR WHEEL CORP.,
Lansing 3, Michigan

*Suggested retail price. Prices slightly higher in West and Canada. Low down payment, easy terms at most Duo-Therm dealers.

SEE YOUR DEALER OR MAIL COUPON TODAY!

Duo-Therm Division, Motor Wheel Corp.
Dept. L2, Lansing 3, Michigan

Please rush me free, full information on the Duo-Trim

Rotary _____ Reel _____

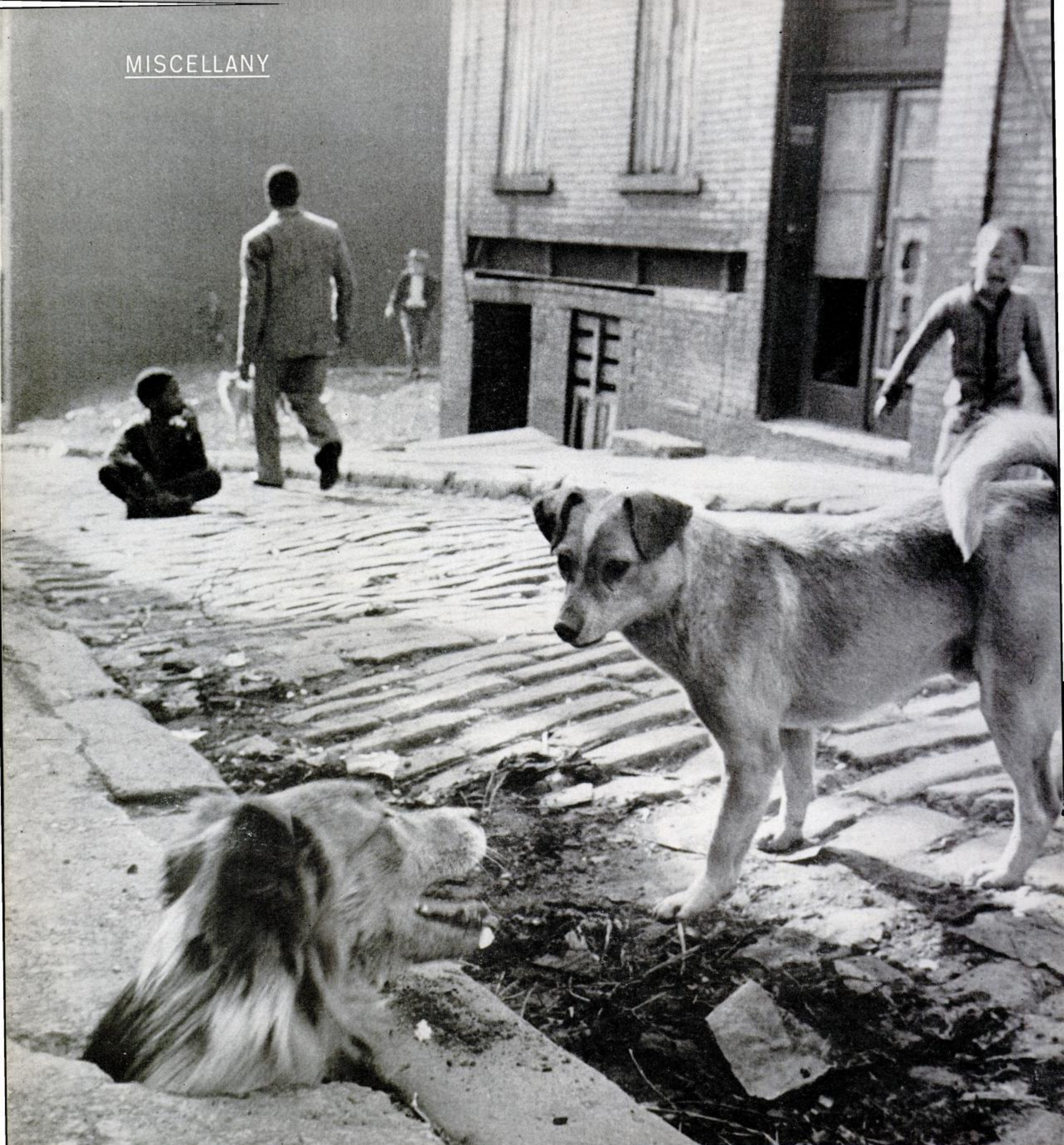
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

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Manufacturers of Duo-Trim Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators



IMAGINE MEETING YOU HERE

Because Butch, a part collie who lived on Bus-trick Way, Pittsburgh, had no dog tag, his owner shut him in the cellar to keep him from being picked up by the dogcatcher. But Butch found an abandoned water-main tunnel that led to a hole in the sidewalk big enough to let his

head through. There he passed the time of day accepting handouts from friends and astounding strangers with the sight of a live dog's head apparently lying loose in the street. This was a confining life, but safe. Let out, Butch couldn't cope with traffic and an automobile hit him.

Now—enjoy real Old Taylor bourbon flavor
lighter, milder, lower-priced 86 proof!

Now—for the first time—you can savor
and enjoy a whiskey distillers have been
aiming at for years.

You will sense it with your very first sip.

For here is a lighter, milder 86 proof
Kentucky straight bourbon that gives you
the rich mellow flavor and satisfaction
you used to believe possible only in 100
proof bonded bourbon.

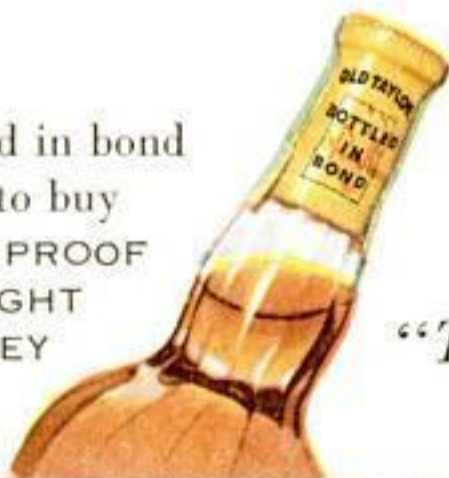
Only a satin-smooth bourbon like
world-famous OLD TAYLOR has the deep-
down character to retain its rare flavor
in this lighter proof.

Your very first taste will tell you there is
no finer 86 proof bourbon than that
which bears the name OLD TAYLOR.

And it's so easy to buy at its sensibly
lower price. Buy a bottle today!

OLD TAYLOR 86

If you prefer bottled in bond
bourbon, continue to buy
OLD TAYLOR 100 PROOF
KENTUCKY STRAIGHT
BOURBON WHISKEY



"The Noblest Bourbon of Them All"



KENTUCKY STRAIGHT BOURBON WHISKEY • 86 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KENTUCKY

For more pure pleasure... **have a Camel!**



"For me—they've got what it takes!"

**No other cigarette is so rich-tasting
yet so mild as **CAMEL!****

● Have you noticed that Camel smokers get more pleasure out of smoking? Camel's richer blend of mild, costly tobaccos tastes so right and smokes so smooth. No wonder Camels are America's most popular cigarette, year after year! Why don't you make the famous 30-day Camel Mildness Test? You'll agree:
No other cigarette is so rich-tasting, yet so mild as Camel!



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.